

TRADING
PLACES

RISKY
BUSINESS

FLASH-
DANCE

MATT
HOUSTON

DON
MARTIN

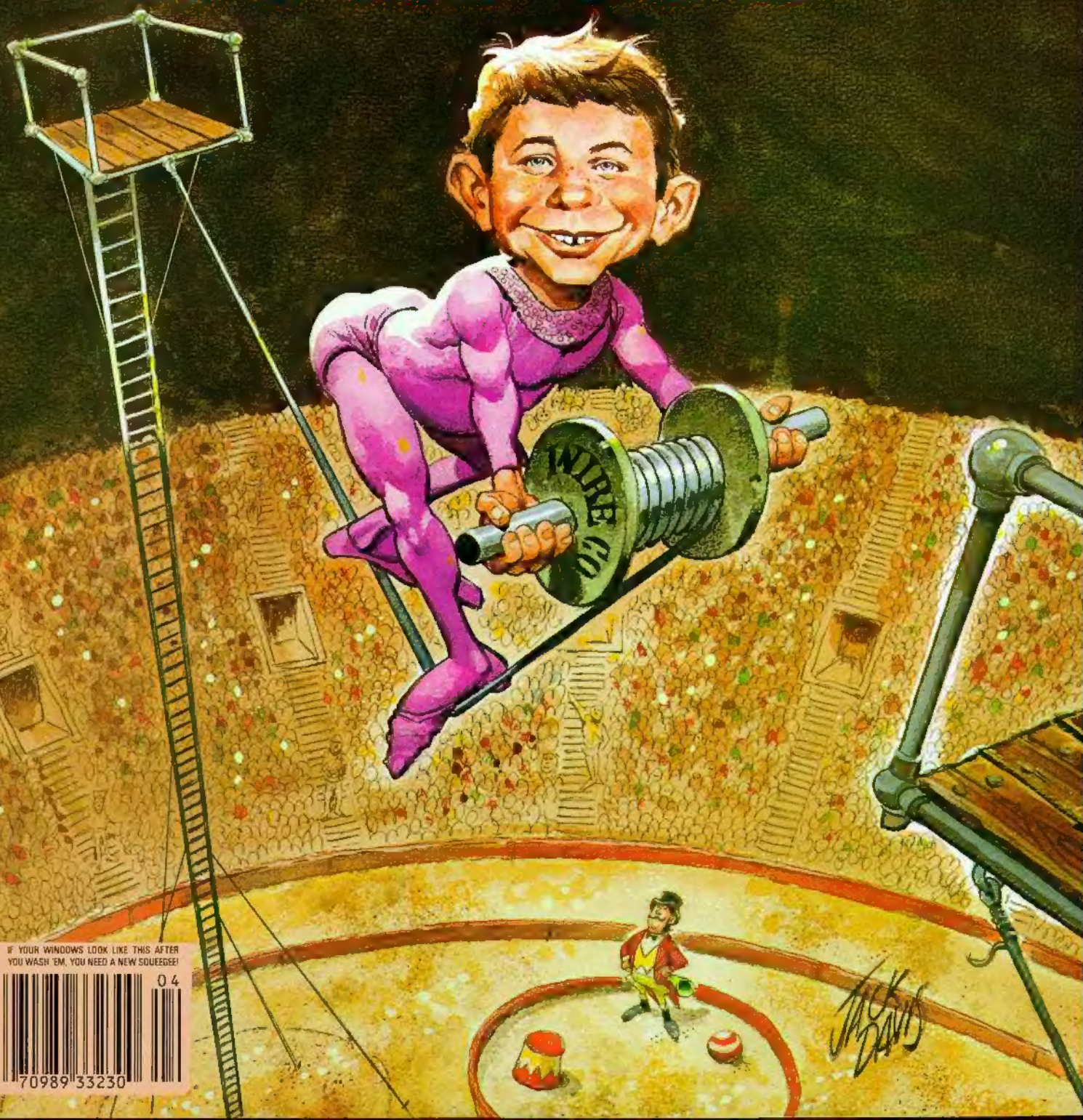
...and the usual gang of idiots are all in this issue of...

No.
246
April
'84

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the usual gang of idiots

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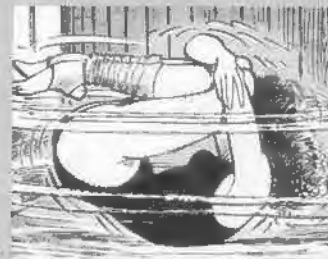
VITAL FEATURES

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RACES"
(A MAD
Movie
Satire)
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**"RAUNCHY
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(A MAD
Movie
Satire)
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DUNCE"
(A MAD
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NUCLEAR
WAR EARLY
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SIGNS
Pg. 38**

**A MAD
LOOK
AT
COLD
SUFFERERS
Pg. 40**



**"MATT
HOUSTINK"
(A MAD
TV Show
Satire)
Pg. 43**

LETTERS DEPT.

Charles Colton once said, "Imitation is the sincerest of flattery." On the other hand, God once said, "Thou shalt not steal"! With that in mind, we now present...

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John Darling

By Armstrong & Batiuk



SALT LAKE TRIBUNE NOVEMBER 1980



ISSUE #60 NOVEMBER 1961



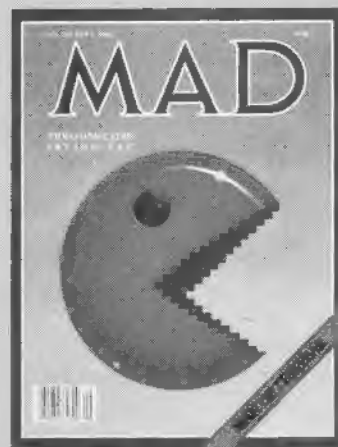
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ISSUE #206 APRIL 1979



CLEVELAND PLAIN DEALER DECEMBER 1982



ISSUE #233 SEPT 1982

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ITS SIGHTS ON, AND
TAKES POT SHOTS AT
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Hello! My name is Gene Sissy...

...and I'm Roger Ebre! We've been asked to review three hot movies that you might have missed last summer, if you'd been stranded on a desert island... which is obviously what MAD's Editor must've been... or else he would have ordered SATIRES of these films for the magazine when they FIRST CAME OUT!

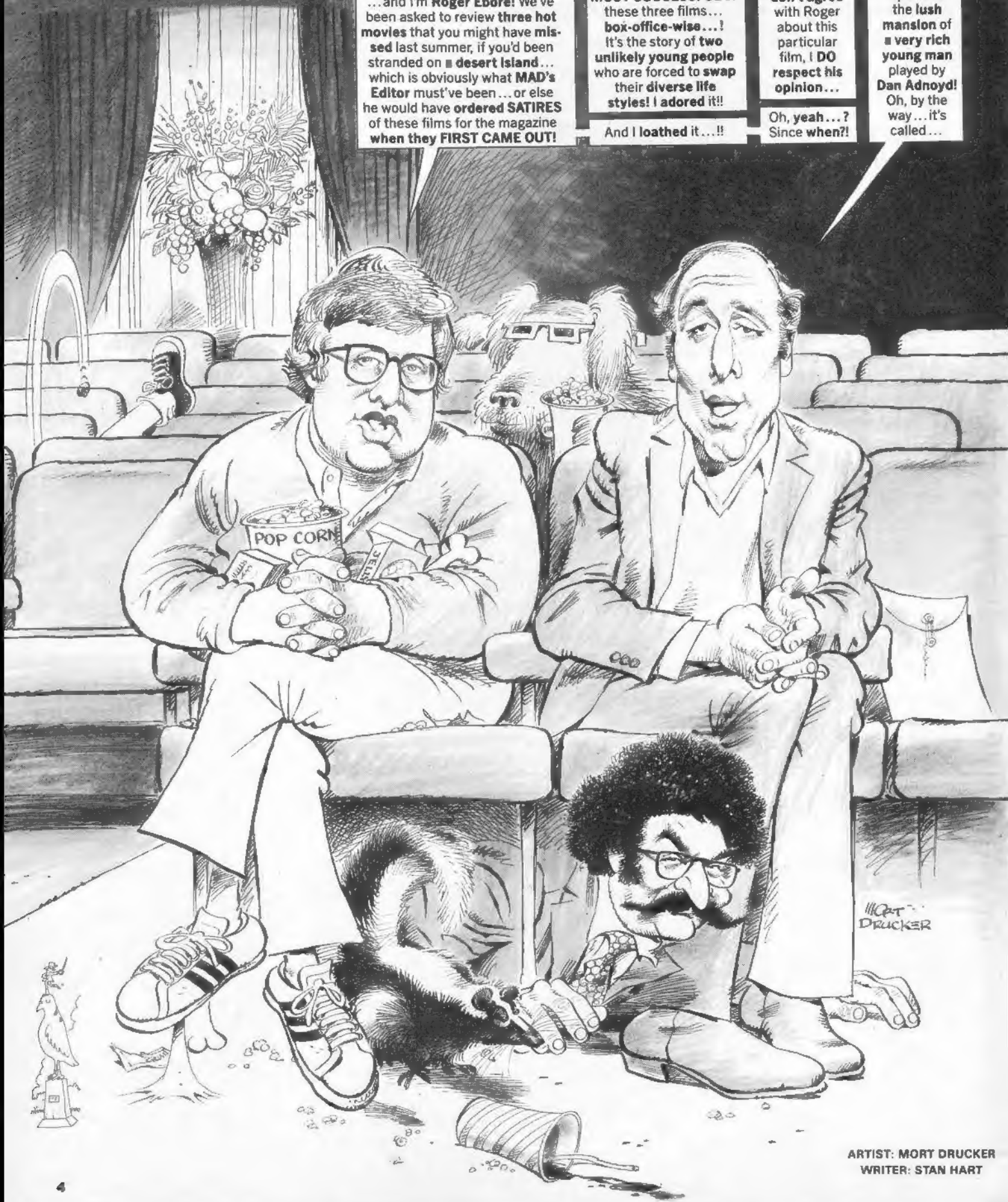
Anyway... let's start off with a look at the **MOST SUCCESSFUL** of these three films... **box-office-wise**...! It's the story of two unlikely young people who are forced to swap their diverse life styles! I adored it!!

And I loathed it....!!

Well... although I don't agree with Roger about this particular film, I DO respect his opinion...

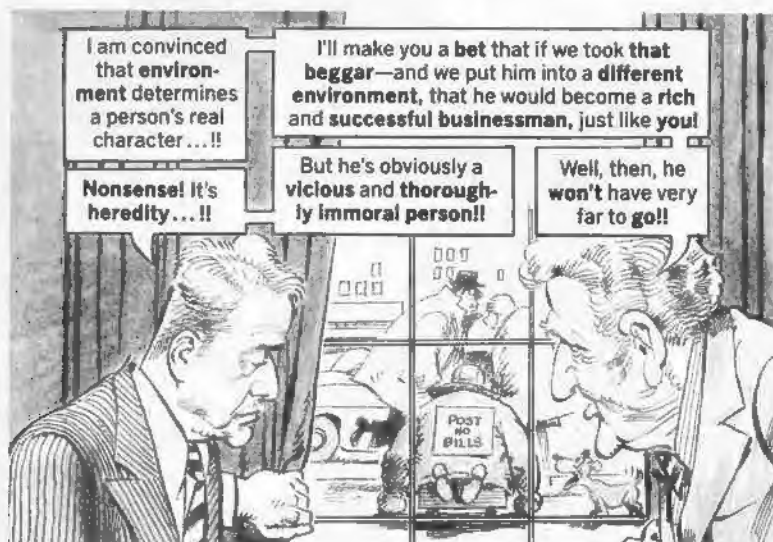
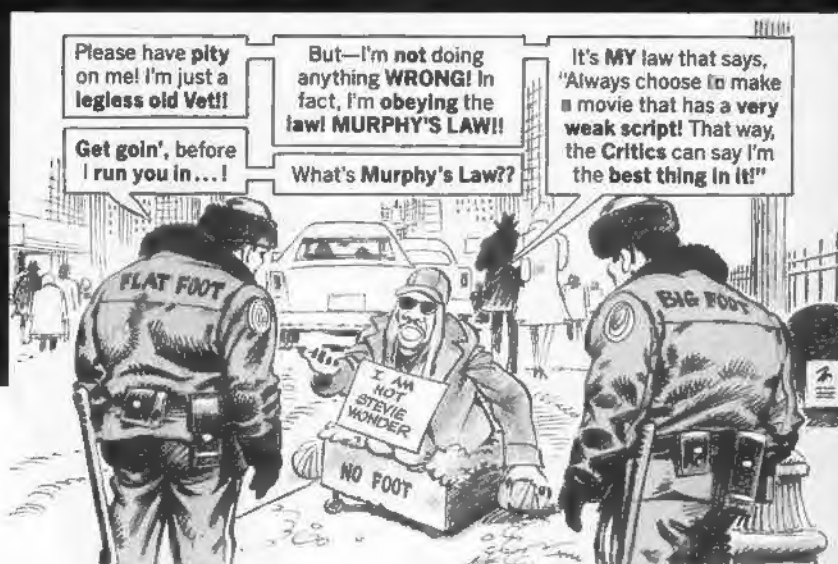
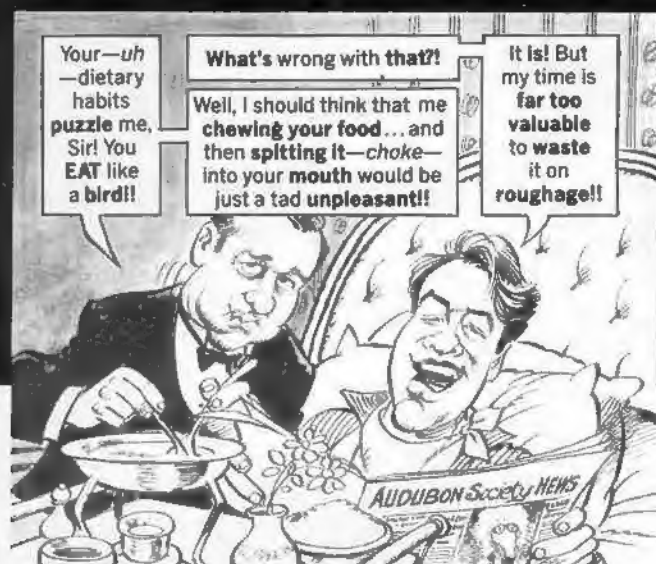
Oh, yeah...? Since when?!

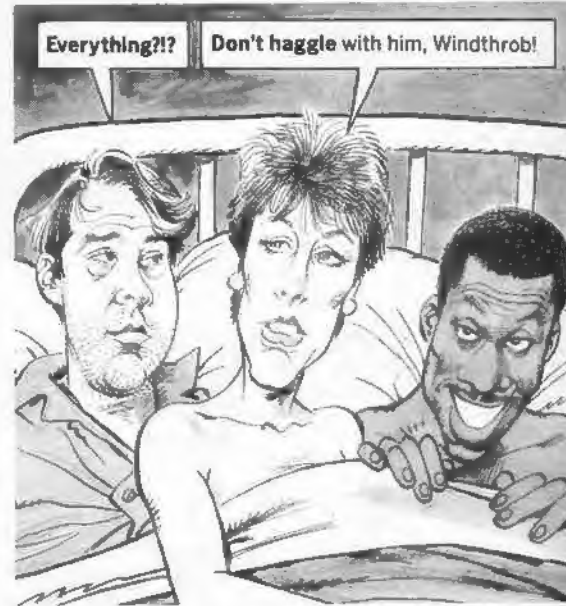
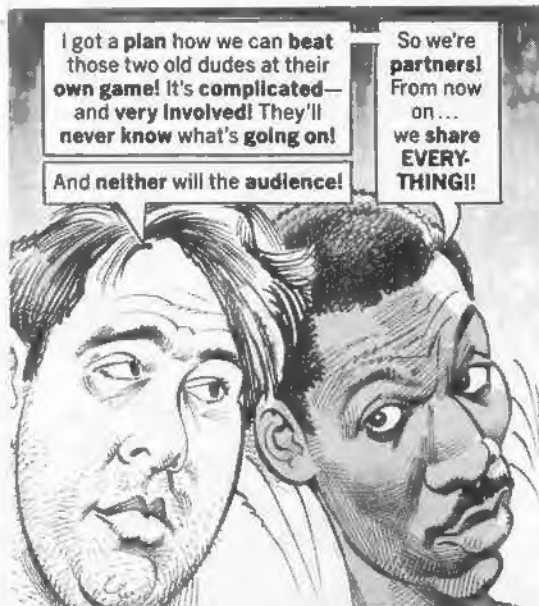
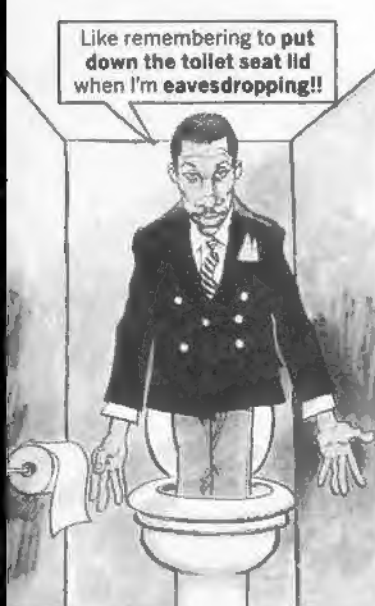
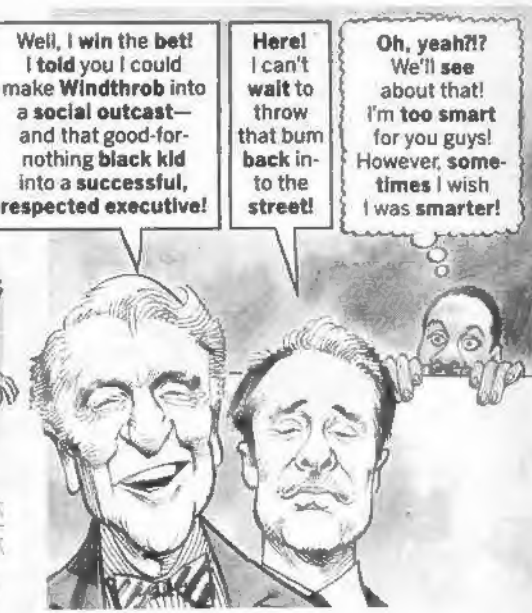
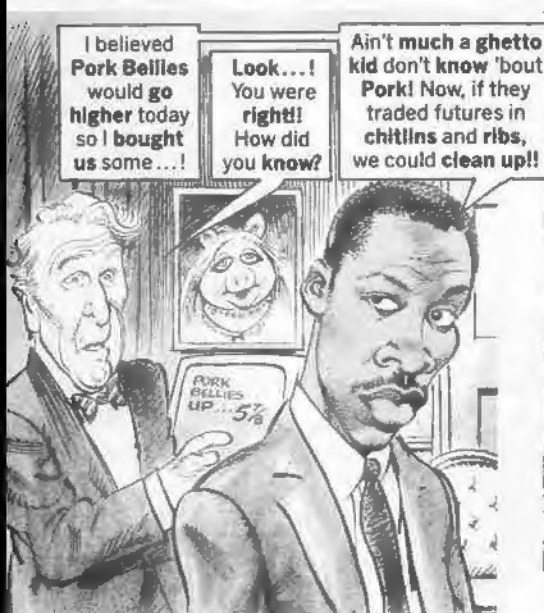
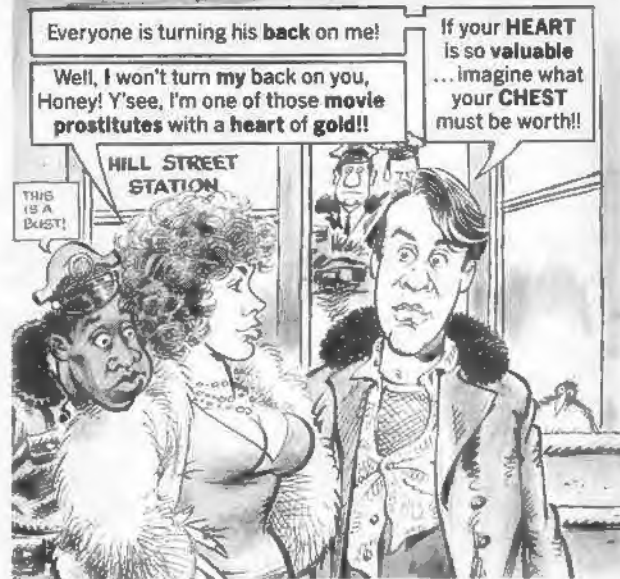
Anyway... the movie opens on the lush mansion of a very rich young man played by Dan Adnoyd! Oh, by the way... it's called...

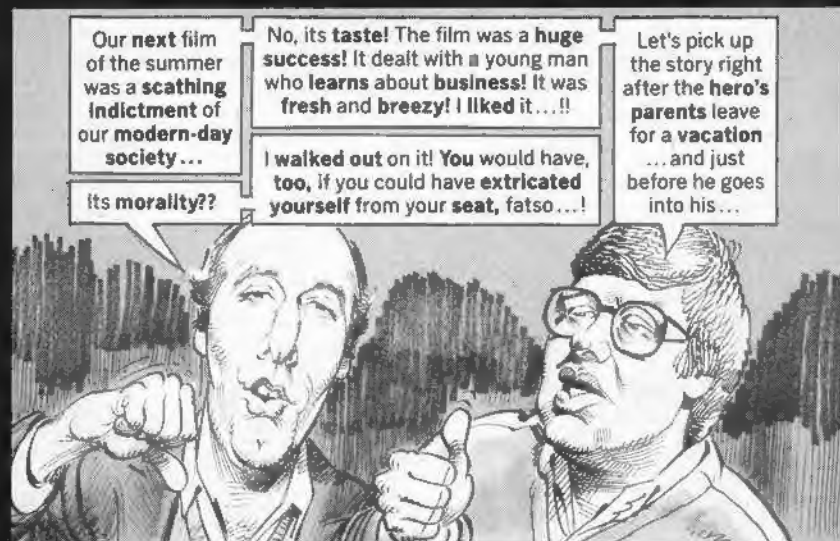
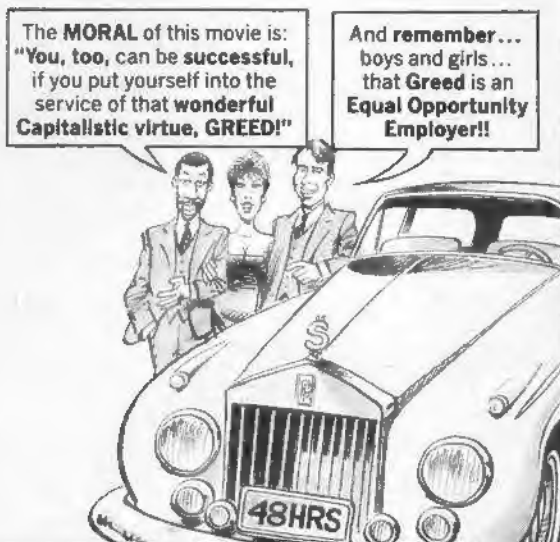
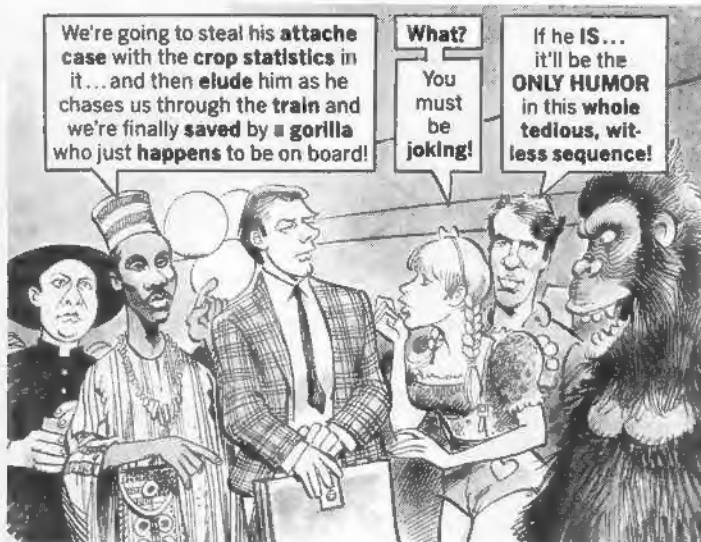


ARTIST: MORT DRUCKER
WRITER: STAN HART

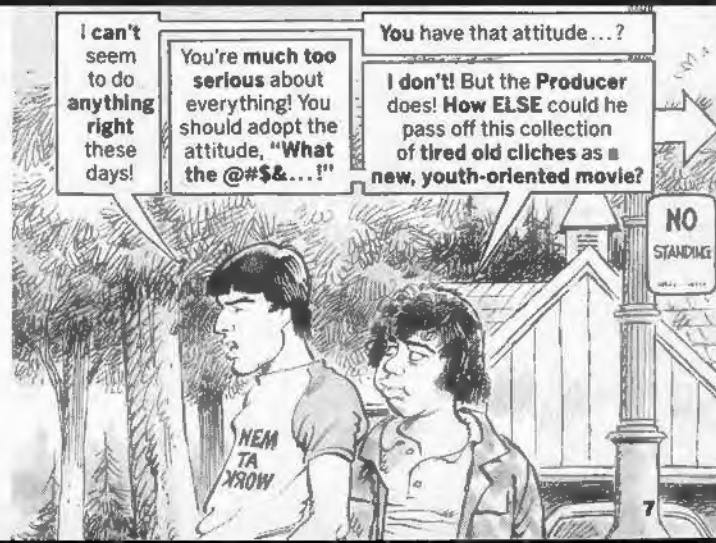
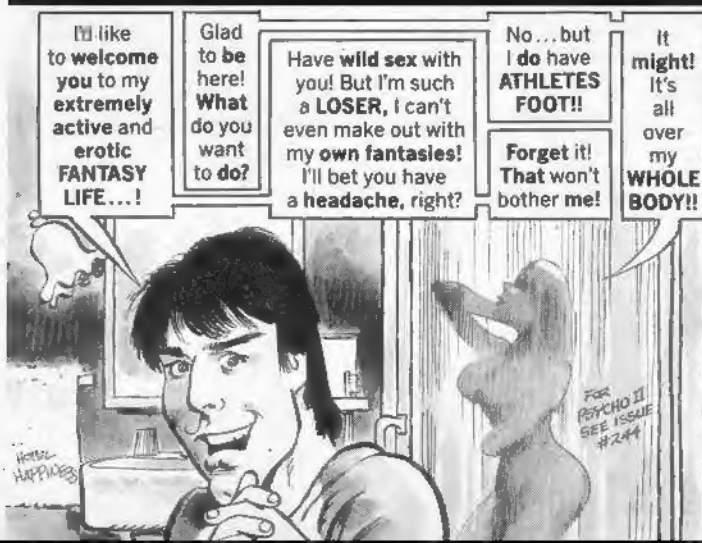
TRADING RACES

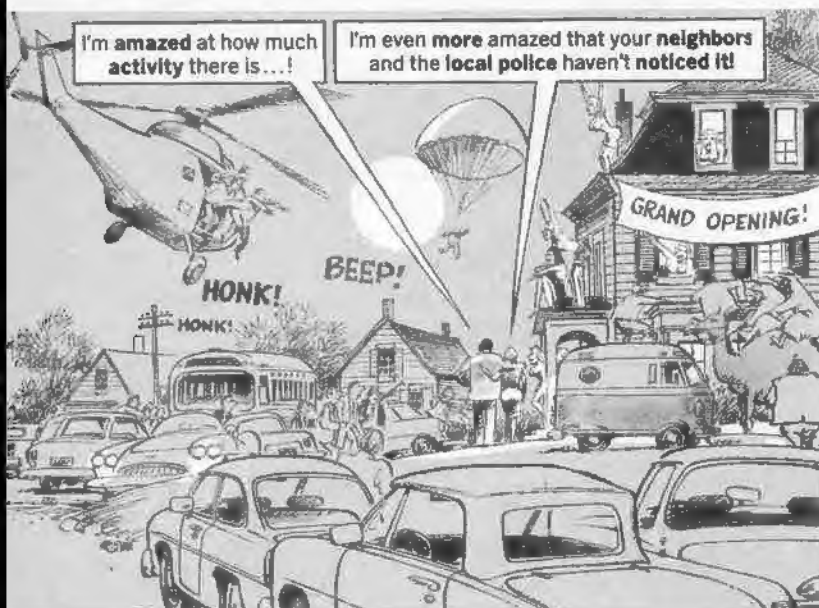
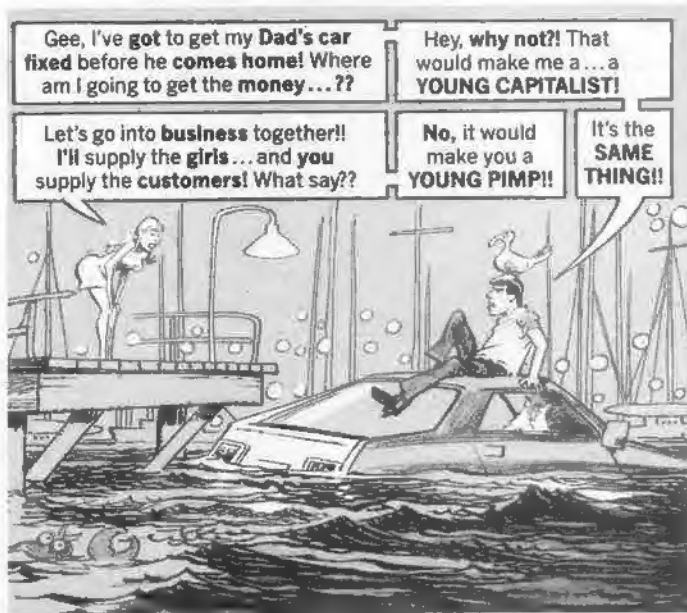
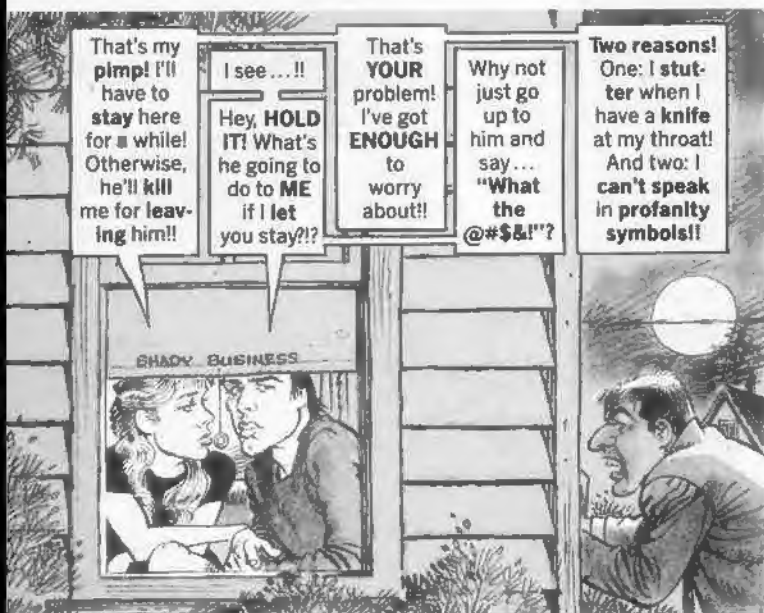






Raunchy Business





Hey, you stole all of the furniture from my house....

It was only fair, Man! After all, you stole all of my girls....!!

Okay....! Okay....!! Let's make a **SWAP!**

Well... I don't know, Man! Sitting on your **FURNITURE** is a lot more comfortable than sitting on my **GIRLS!** They're a little lumpy!

ALL THE WRONG MOVES INC.

There's a tiny crack in my egg! I find it hard to believe that you were so careless!

If you're shopping for things that are hard to believe, how about my having a six-day wild party without a single cigarette-burn-hole or liquor-spill-mark on any of the rugs or furniture?!

Princeton University wants us **BOTH!**

But I never finished High School!!! How could I ever be a student there...??

What students?! They want us as **Sex Education TEACHERS!!**

What I disliked about that film was that there was no plot, no story, no nothing!!

Exactly! That's what made it so fresh and exciting!!

But it was also stupid and boring!

Wonderfully so! That's why it was so successful....!

You nerd! How can you consider a picture that puts its audience to sleep a "success"?!!

Our last film was the "surprise" of the year! It was about a girl who has a passion for dancing... a high-school drop-out who makes good! It was called...

Flashdance

Boy, this has got to be the longest introduction to a movie in film history....!!

That's so we can squeeze in the entire opening song and hope it becomes a hit! Unfortunately, it makes bicycling to work in Pittsburgh a little rough....!

Oh? Where do you live?

Toronto!

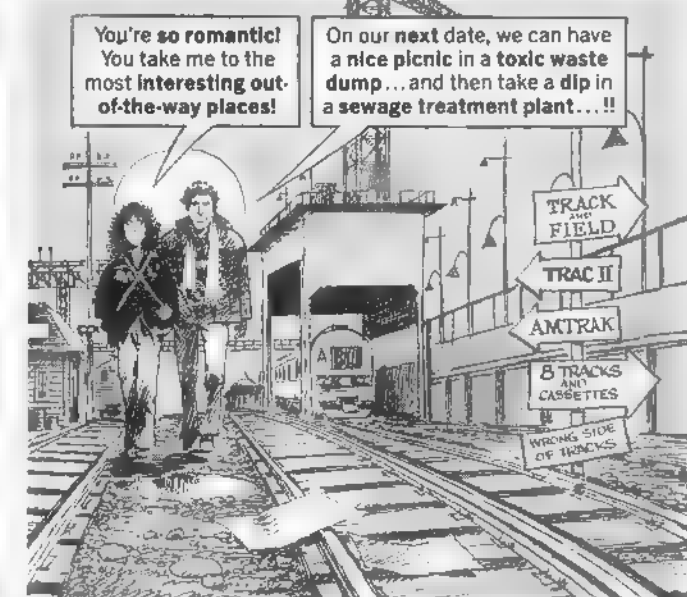
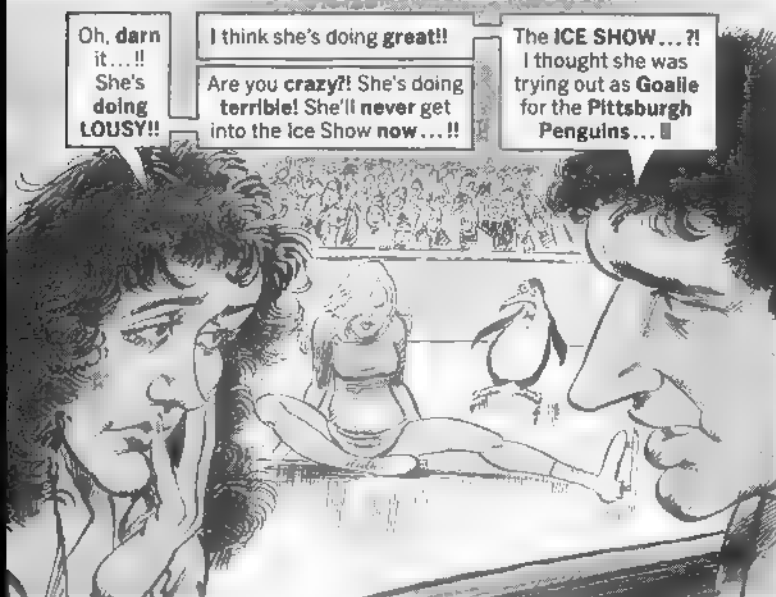
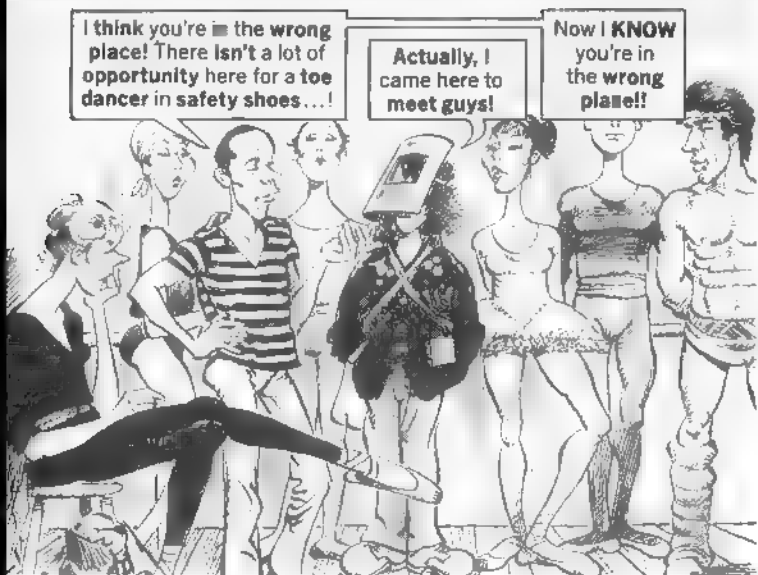
Do you notice that we never see her face while she's performing???

Is that because she doesn't want anyone to know she's dancing here?

No... it's because she doesn't want anyone to know she **ISN'T** dancing here!!

SPLASH!

WHAT A FEELING...





Tell me...
how did an
ordinary blue
collar slob
like you ever
get so rich??

I'll answer that if you tell
me how an **eighteen-year-old**
like you can be a dancer, a
licensed welder and live all
alone in an **expensive loft!**

I'll forget
my question
if you for-
get yours!

It's a deal!



I...I
can't
believe
that
Hanna
is
gone!!

Her **only dream** was
that you audition
for, and get into
Ballet School!

Then... that will
be **MY dream, too!**

Who cares about
YOUR dream!?!?
You better hope
it's **Marine**
Jahan's dream!!

Who's she...?!

The girl
who
does
your
dancing
in this
picture!



She's just
incredible!

She's just what we've
been looking for...!

You mean, I can come
here as a **student!?!?**

WHO WE FOOLIN'!
IT AIN'T ME DANCIN'!
THEY CAN EDIT LIKE I'VE BEEN
DANCIN' ALL MY LIFE --



No... as a **FLOOR-POLISHER!!**

WITH QUICK CUTTIN' -- AN' LOTSA SPLICIN' --
SEE ME DANCIN' THOUGH I CAN'T DANCE
TO SAVE MY LIFE?



We both
loved this
film! I es-
pecially
loved the
stark
simplicity
of it...!

Simplicity?!?
It was very
COMPLEX!
Its seeming
simplicity is
proof of its
complexity!!

What's so complex
about the **Idiocy**
of an **untrained**
dancer auditioning
for a **Major Ballet**
Company... and
being accepted?!?

It's an
allegory
about the
failure of
Western
Morality
as we
know it!!



You **fat oaf!** You
wouldn't know
what a picture
is about if you
sat in a grown-
up's lap and he
explained it all
to you...!!

You're just
mad because
I refuse to
sit in **YOUR**
lap when we
see these
movies...!

That's all
the time we
have! So...
till we meet
again, we'll
see you at
the movies!!

And maybe you'll
see **US** there!
We're the ones
with the rain-
coats who keep
moving from seat
to seat during
the performance!

MAD'S ALL-INCLUSIVE DO-IT-NATIONAL ENQUIRER

D **E** Reveal Shocking Facts About **A, B or C**

NATIONAL ENQUIRER

WARNING!

A

Can Cause

B

!!

Liz Taylor's Secret Affair With **C**

C 'S
Personal
Tip On How
To Stop

A

Startling New
Discovery!!

A

May Prevent

B

Exclusive
Photos Of

C

'S

Secret
Hideaway

E



Government
Report Cites
Increase In
A, B, or D

PHOTOS: UPI

YOURSELF JIRER COVER

**HERE'S YOUR
CHANCE TO
BE AN EDITOR
AND MAKE
SENSATIONAL
HEADLINES ...
JUST LIKE THE
REAL THINGS!!**

A (ACTIVITY)

Laughing
Nose-Picking
Boozing It Up
Group Sex
Shopping
Whistling
TV Watching
Snoring
Gum Chewing
Jogging
Belching
Humming
Reading
Gambling
Squinting
Giggling
Smoking
Gossiping
Hog-Calling
Spitting

B (AFFLICTION)

Cancer
Premature Aging
Alcoholism
Acne
Senility
Hives
Herpes
Hoof & Mouth Disease
Asthma
Diarrhea
Unwanted Facial Hair
Flat Feet
Obesity
Chafing
Bad Breath
Small pox
Pregnancy
Hypertension
Amnesia
Terminal Hiccups

C (CELEBRITY)

President Reagan
Muhammad Ali
Loni Anderson
■ Asner
Victoria Principal
Burt Reynolds
Benji
Nancy Reagan
Yasser Arafat
Princess Di
Eleanor Roosevelt
Barbara Walters
Too Tall Jones
U.S. Senator
Charles Manson
Zsa Zsa Gabor
The Kennedys
Margaret Thatcher
Roger Staubach
Bela Lugosi

D (GROUP)

Aliens
Vegetarians
Tourists
Chiropractors
Winos
Sadists
Con Artists
Insurance Salesmen
Drug Addicts
Missionaries
Telephone Operators
Ventriloquists
Astronauts
Bureaucrats
Transsexuals
Professional Athletes
Prostitutes
Prisoners
Born-Again Christians
Politicians

E (PLACE)

In Scranton, Pa.
On Mars
On Mt. Everest
On Loch Ness
At Cape Canaveral
On Lake Erie
In Newark
On Guam
In Louisiana
In The Bermuda Triangle
In Yankee Stadium
On Iceland
In The Waldorf Lobby
In Cleveland
On Mt. Rushmore
On Easter Island
In The Pentagon
On The Jersey Turnpike
On The N.Y. Subways
In Pay Toilets

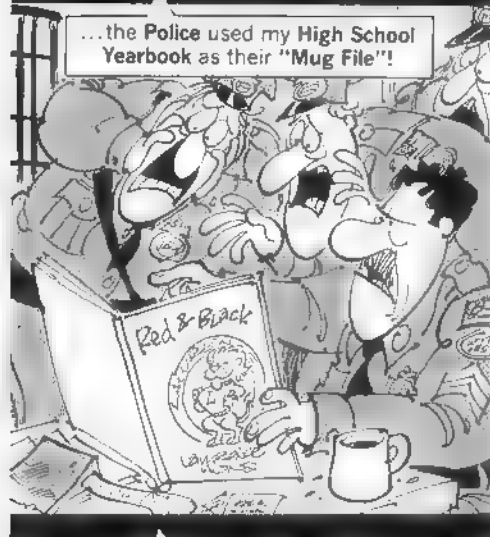
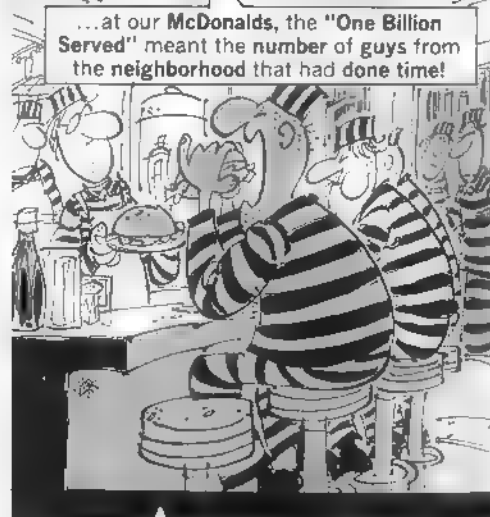
REPLY-IN-THE-FACE DEPT.

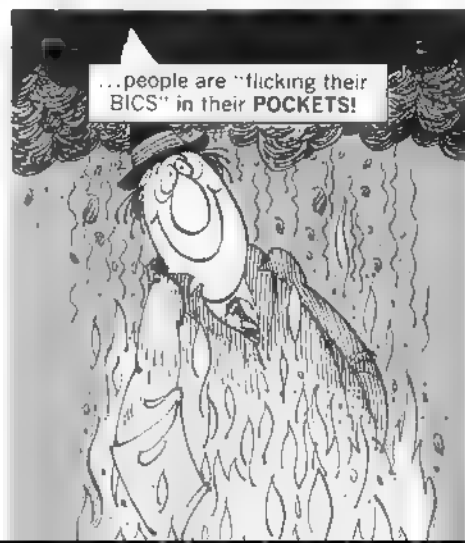
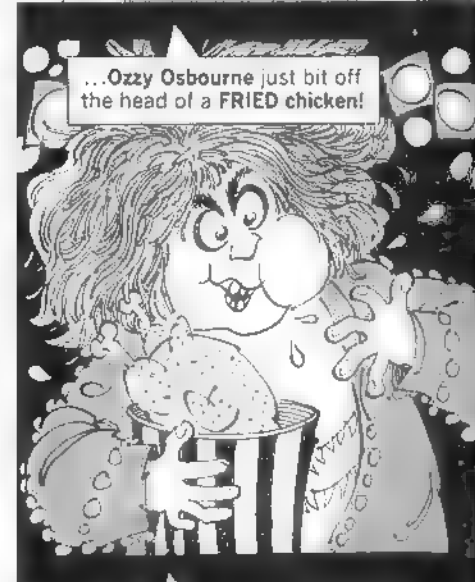
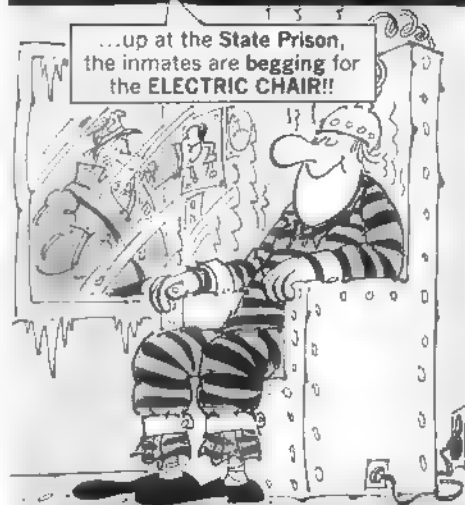
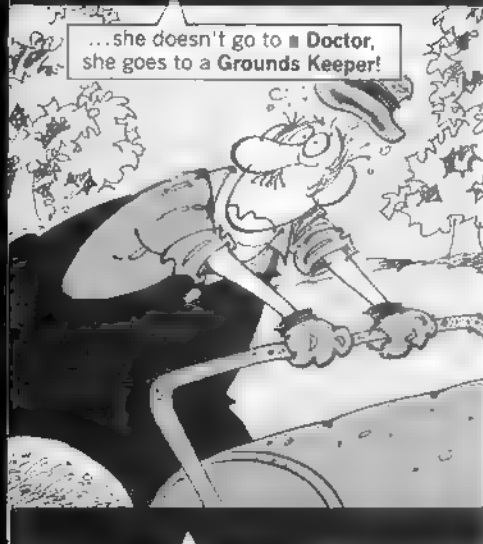
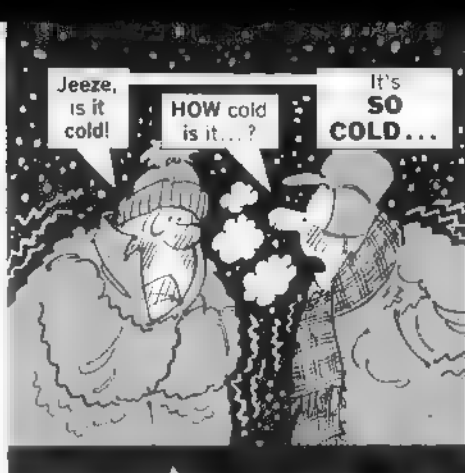
Everyone knows that Johnny Carson makes over \$5 million a year. One reason he does is because of his extraordinary ability to "ad lib"...to spew out hilariously funny one-liners right off the top of his head. Unfortunately, the average clod—meaning you—when trying to impress friends and influence people, is no Johnny Carson! In fact, most of you aren't even an Ed McMahon! But not to worry! Here comes MAD to your rescue! After this, the next time someone throws you even the slightest hint of a straight line, you'll be all loaded up and ready to let fly with a barrage of one liners guaranteed to earn you big yuks...because you will have read and memorized...

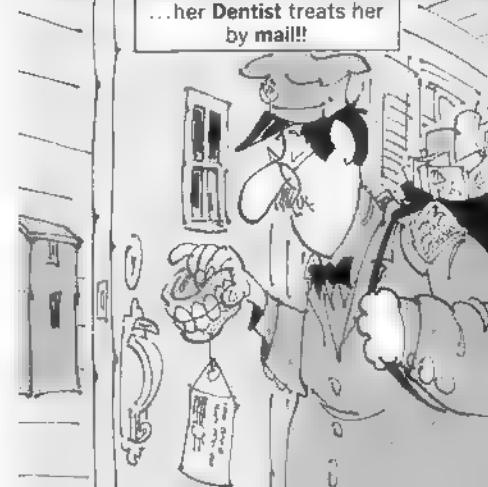
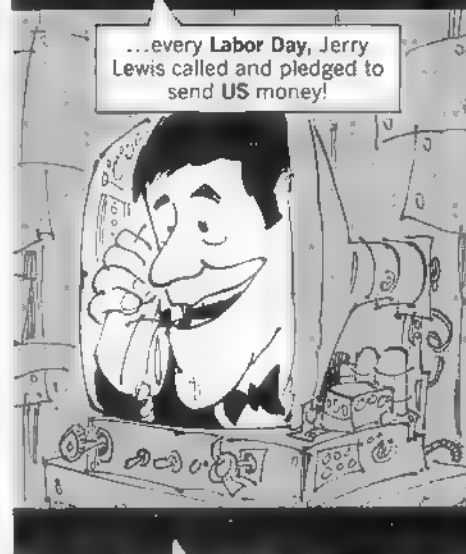
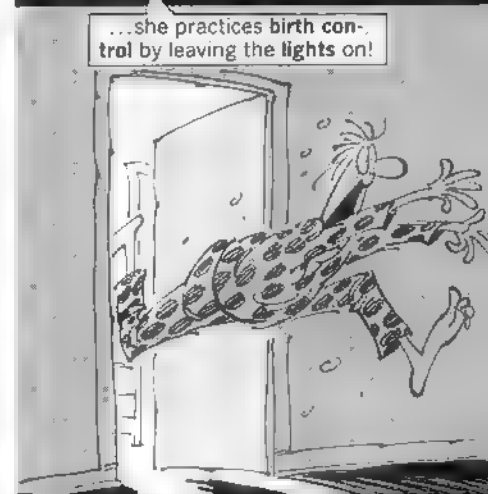
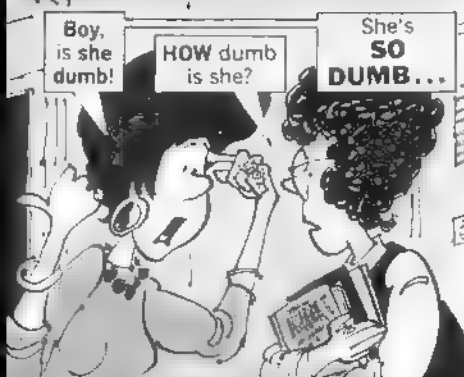
THE MAD GUIDE TO SURE- FIRE AD LIB LINES

ARTIST: PAUL COKER

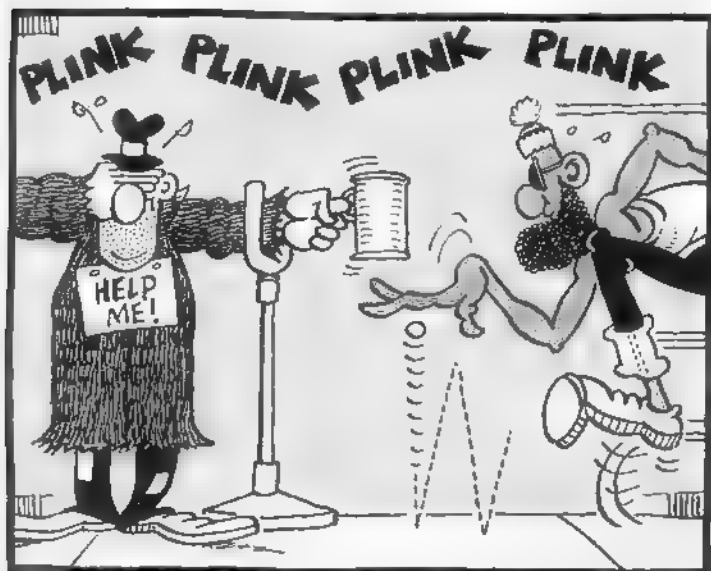
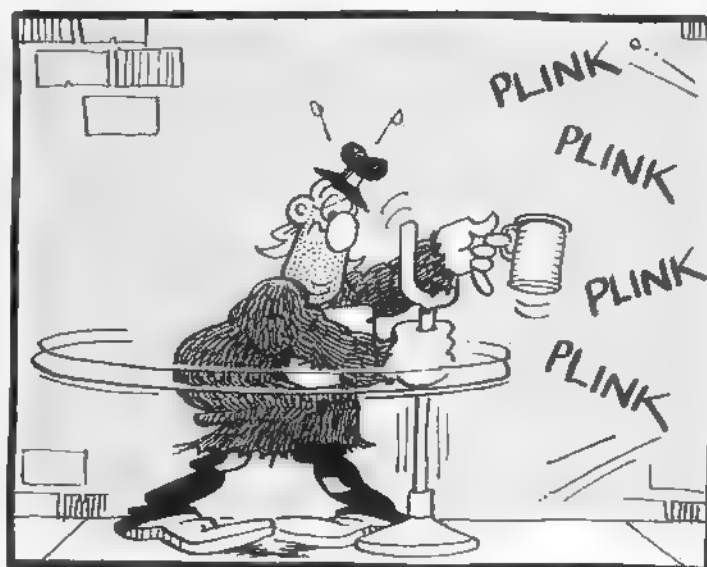
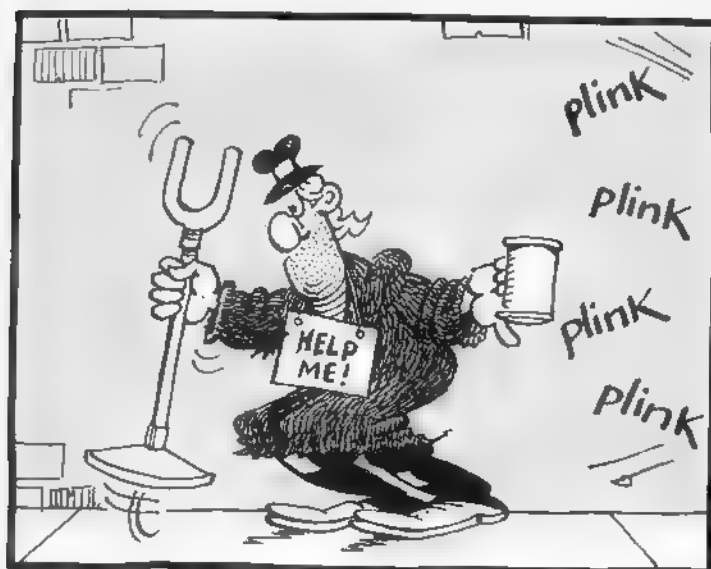
WRITER: JOHN FICARRA







ONE MORNING ON A CORNER DOWNTOWN



AUTO REPAIRS



BERG'S-EYE VIEW DEPT.

THE LIGHTS

DIVORCE



EXCUSES



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

TESTS



DIETING



STAYING AWAKE



PLAYMATES



COLLEGE



COLD WEATHER



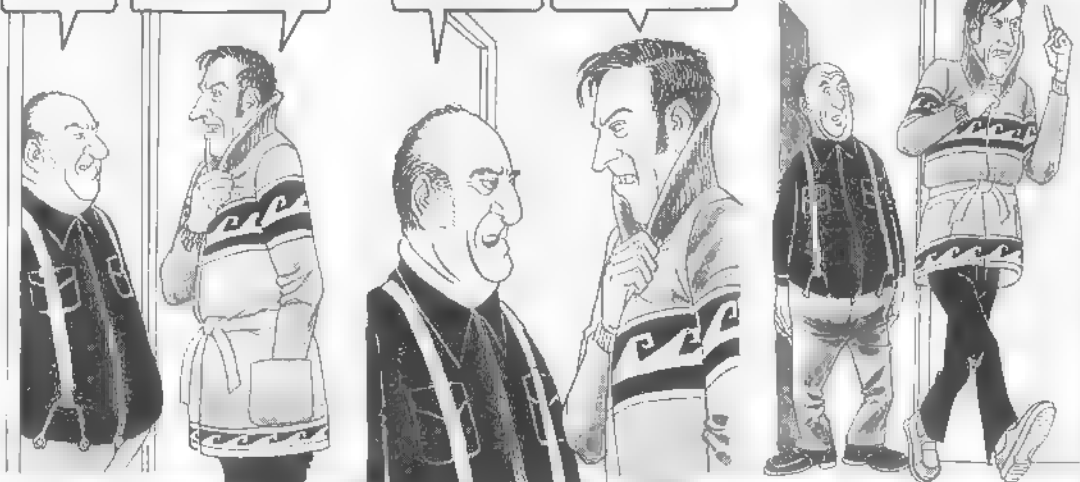
Yes? What can I do for you?

Mr. Superintendent, my apartment is FREEZING...!!

Ahh, come off it! It's not THAT cold!!

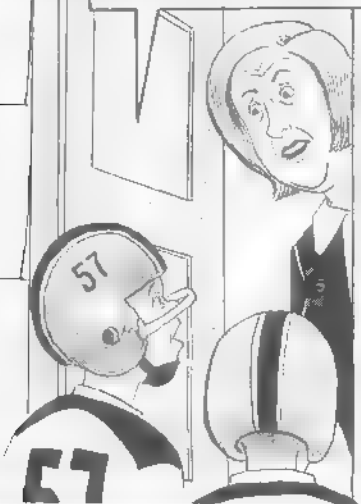
Oh, no?! So how come every time I open the door...

...the LIGHT goes on???



COOKING

Well, can Arnie's FOOTBALL come out and play football??



I see you're thawing something for supper again! Things certainly were different when I was a young bride!

They sure were!

YOU used to open CANS!!



TIME

When would you like your dinner?

Just as soon as this football game is over!

And when will that be...?

There are only TWO MINUTES left to play!

Oh! In that case, I'll put everything on the table...!

No! Not yet!

In football, two minutes takes a HALF AN HOUR!



MOTHERS



THE TELEPHONE



PROGRESS



Thinking about what career to get into? Wondering whether or not you'll fit in? Well, here's the fourth in a series of tests designed to help you choose your future line of work. Mainly, discover your true abilities by taking...

MAD'S APTITUDE TEST NUMBER FOUR WILL YOU MAKE A GOOD POLITICIAN?

1. Complete this sentence. Once elected, a politician pushes to create new jobs for his _____.
- Family
 - Cronies
 - Campaign contributors
 - All of the above.

2. When a candidate says he has an open mind about major issues, this usually means:
- He can be bought by anyone.
 - Those reports that he's "wishy-washy" are true.
 - He's waiting to see the public opinion polls before he commits himself.
 - Any of the above.

4. Call him an anti-environmentalist.
5. Your opponent changes his mind and now is *against* oil drilling on public land. How do you respond now?
- Declare that he's keeping the U.S. dependent on foreign oil.
 - Say he's against creating thousands of new jobs.
 - Label him a bleeding-heart liberal.
 - All of the above.

6. When a Senator attacks "dishonesty in government," it's an indication that:
- The other party is in and his is out.
 - His previous attack on "Creeping Socialism" didn't work.
 - It's a smoke screen to cover up what's being said about him.
 - Any of the above.

7. As a Congressman, you take a fearless, independent stand on a crucial bill. What does this mean?
- You have a safe seat.
 - You're planning to retire, so what's the difference?
 - You meant to take the other side but, as usual, got confused.
 - Any of the above.

8. Like other politicians, this legislator prefers to speak on TV rather than make public appearances. Why?

- The cue cards help him recall key facts, such as the name of his party.
- The make-up prevents viewers from seeing he's over the hill.
- He can edit in applause, cheers and appropriate fanfare.
- All of the above.



9. As a politician, you support housing projects for the poor. What is your motive?

- It packs them together in one place, preventing their spilling over into better neighborhoods—which goes over great with middle and high-income voters.
- It shows you've got compassion, which goes over great with low-income voters.
- It means big bucks to the building contractors who are contributing to your campaign.
- All of the above.

10. Complete this sentence. When faced with a decision of conscience, a politician should do what's best for _____.

- His re-election.
- The most influential lobbyists.
- His pocketbook.
- All of the above.



3. As a politician, you attack your opponent with smears and innuendos. Is this a good practice?
- Yes, if it's a close race and this is the only way you can get votes.
 - Yes, if you're trailing badly and want the perverse pleasure of destroying his character and reputation.
 - No, if you have an insurmountable lead and therefore can come off as a statesman.
 - Any of the above.

4. During a campaign, you hear your opponent advocate oil drilling on public land. How should you respond?



ARTIST: GEORGE WOODBRIDGE
WRITER: FRANK JACOBS

SCORING

If you answered "D" to all the questions, you have the ability to make a great politician.



ERR APPARENT DEPT.

HOW MANY MISTAKES CAN YOU FIND IN THIS PICTURE OF A FAST FOOD RESTAURANT?

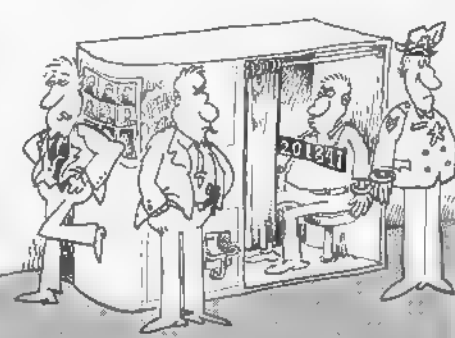
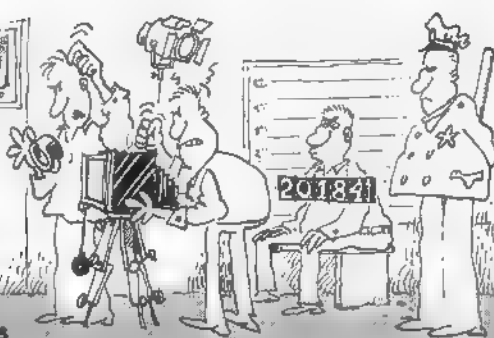
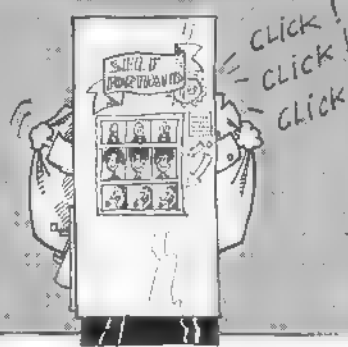
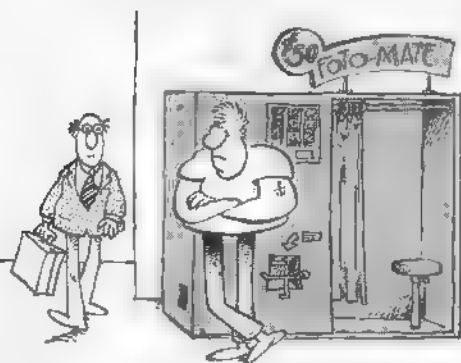
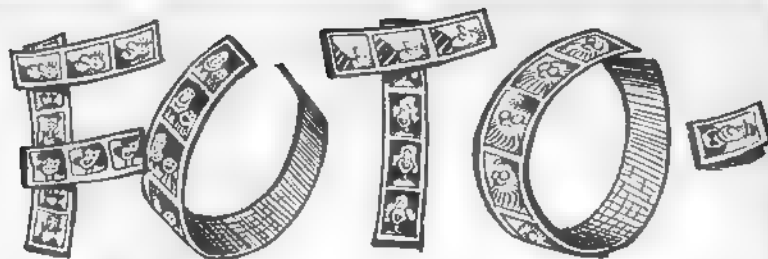
ANSWERS

1. The teenagers are all chewing their food with their mouths closed.
2. The cheese for the cheeseburgers is made from natural ingredients, including milk.
3. The fish filet sandwiches taste better than the styrofoam boxes they come in.
4. The iced drink has more drink in it than ice.
5. The young man is resisting the temptation to stomp on the packet of mustard that someone has dropped on the ground.
6. The boy with the magic marker is writing on the note pad, not on the table.
7. The teenage employees are earning more than the minimum wage.
8. The plastic lids actually fit the cups, and prevent spilling and scalding.
9. The employee leaving the washroom actually washed his hands after using it.
10. The person parked in the "Handicapped" section is really handicapped.
11. There are no swarms of bees or flies hovering around the garbage cans.
12. The "Quarter-Pounder" actually weighs a quarter of a pound after it is cooked.
13. Old, stale, cold, unsold food is being replaced with freshly-cooked new food.
14. The customer is being asked if he wants his burger rare, medium or well-done.
15. Someone has actually won the fast-food restaurant's "Sweepstakes."
16. There are no bird droppings splattered on the outdoor patio tables.
17. The teenager is not tampering with the salt shaker so the cap will fall off when the salt is poured.
18. The customer has not created a state of panic by requesting a glass of water.
19. The guy who handles the food has cleaned his nails before reporting for work.
20. The hamburgers look just as big in person as they do on the TV commercials.

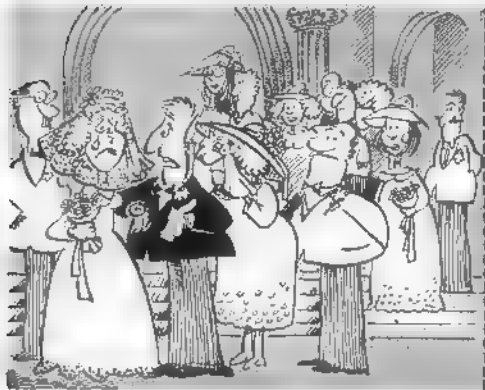


SERGIO ARAGONES DEPT.

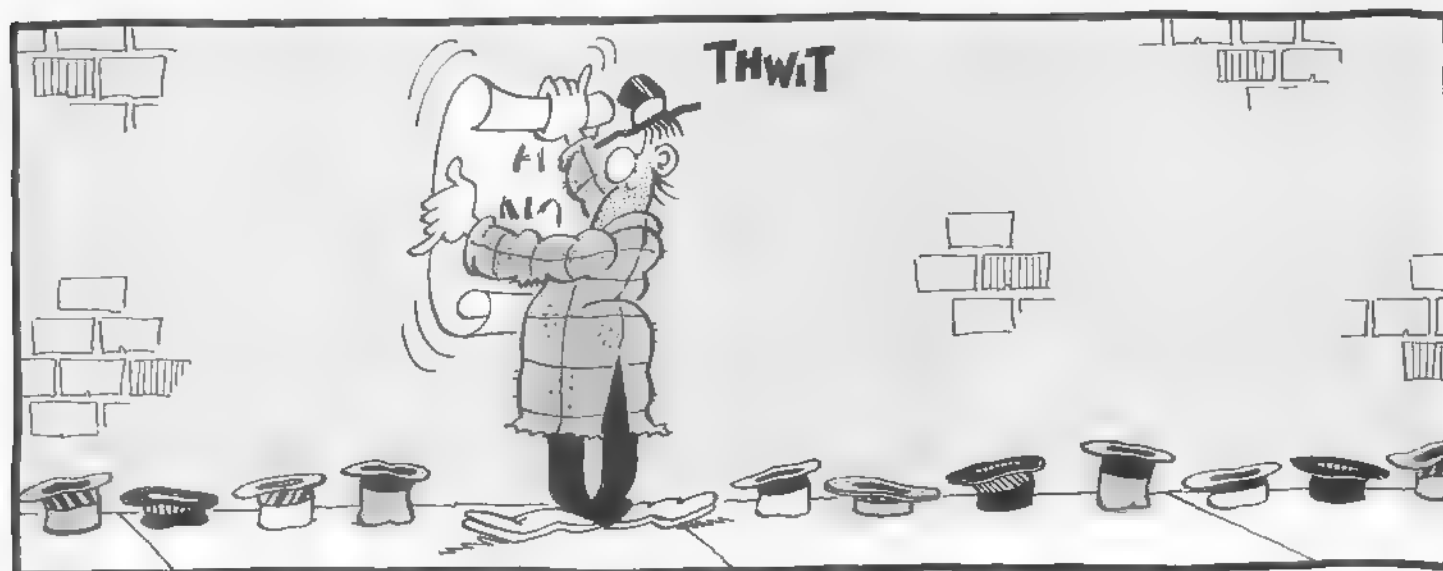
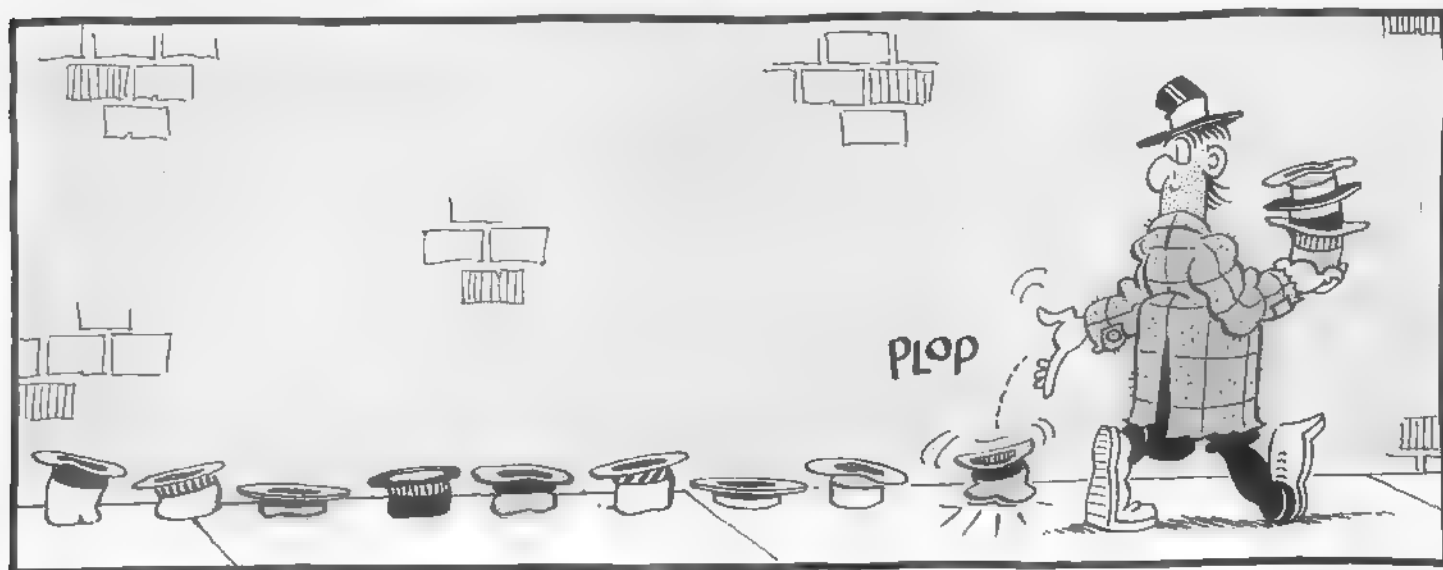
A MAD LOOK AT



BOOTHS



ONE AFTERNOON ON A CORNER DOWNTOWN



CURRICULUMPS DEPT.

We've all read about the violence, vandalism and ineffectual attempts to educate that plague our modern public schools. But there are other, more serious problems in our educational system . . . problems you'd never even be aware of if you didn't read about them in this dumb article entitled —

OTHER CRISES IN OUR PUBLIC SCHOOLS

ARTIST: BOB CLARKE

WRITER: DENNIS SNEE



OLD CHEWING GUM ACCUMULATION RENDERS SCHOOL DESKS OBSOLETE

ST. LOUIS, Mo. (AP)—“The amount of old gum stuck under most school desks has finally made it impossible for the average student to sit at them!”

With this statement, school board president Stanley Sachs disclosed publicly what many have feared privately: that the build-up of gum wads under school district desks has made them unusable.

“They’re like stalactites under there,” said 16-year-old Denise Glut. “Last week, I ruined another pair of stockings squeezing under a desk. In fact, I almost tore a gash in my leg.”

Plans to remove the old gum are being formulated, but the hardness of some of the wads may require blasting, according to one school board source.

Furman Beemer, director of maintenance for the district, said that he is
(cont. on page 12)



Perplexed student Denise Glut wonders how she can get under her desk.

UNCHEWED PENCIL SHORTAGE ACUTE

DENVER, Colo. (UPI) — Finding a No. 2 pencil without teeth marks is now next to impossible, according to Lee Farbleberry, president of the Denver Board of Education, and the situation will get worse before it gets better.

Although predictions of an unchewed writing instrument shortage were first made several years ago, nothing was done to turn the tide and the situation is now out of control.

"It disgusts me that students can deface school property so casually and not even seem concerned about it," teacher Laureen Eichberger told reporters.

The sharp increase in pencil chewing has been attributed to greater tension among young people, especially among students who now face more intense com-

petition for top grades that can lead to college admissions.

"Yeah, I chew pencils," admitted sixth grader Amy Boswick. "But it's the American way, isn't it? I know my parents gnawed a few in their day, and if not for pencils I'd be chewing my nails, or getting an ulcer!"

The practice of sinking one's teeth into a fresh, new pencil is probably as old as the American educational system, but it is the sudden upturn in the
(cont. on page 15)



Thing Of The Past?
An Unchewed #2...

Two Injured in Junior High Locker Avalanche

TRENTON, N.J. (OOPS)—Finster Junior High School students Al Elam and Byron Brooks sustained minor injuries today when they opened the locker they share and a cascade of text books, yo-yos, note pads, frisbees, skateboards, a radio, a lunch box, gym bags, tennis shoes, pens, pencils and half-eaten sandwiches rained down on them.

"Students have been warned that the overloading of lockers can create potential avalanche dangers," said Mr. Rupert Goop, principal of the school, "but they don't always listen. What we really fear is that they may start keeping bowling balls in their lockers! Then, you'll really see some injuries!"

The accident involving Elam and Brooks was the tenth in a series of similar incidents that
(cont. on page 45)

Riots By Angry Parents Continue

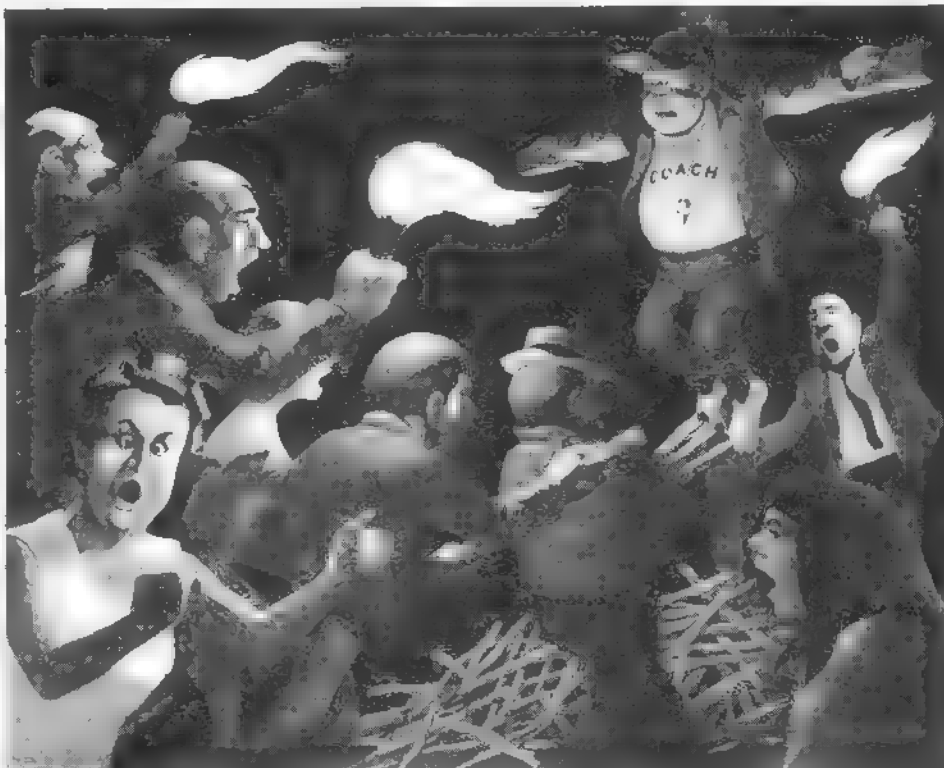
BALTIMORE, Md. (PU)—Most high school coaches worry primarily about upcoming opponents but, according to Lincoln High football coach Ed Tinsley, "I wouldn't care if we were playing the Dallas Cowboys next week, just as long as we don't have to face the kind of rabid parents who stormed our bench after the game tonight!" Riots by dissatisfied angry parents have become so common-place at the games of the last-place Lincoln High Spartans that prohibiting parents from attending the games has been considered. But Coach Tinsley has doubts that it would solve the problem.

"Last basketball season, we got a court order to keep two of the more antagonistic parents away from the games, and the following week, the grand-parents showed up instead. And they were more vicious than the parents!"

With potential rewards increasing for student athletes who demonstrate ability for their sport, parents are becoming increasingly irrational about seeing their children get a chance to perform.

"My son is a natural," said Mrs. Leo Stopford, while she heaved tomatoes at the coaching team of her son's team last Friday night. "He's 5' 2" — 78 pounds — and he could be the greatest defensive tackle in the league if that moron of a coach would only give him a chance!"

Second-guessing coaches has always been a popular activity with parents, but the current rash of riots clearly means a
(cont. on page 34)



Angry parents vent rage at "Roast" following losing game.

FORMER ERASER CLEANER CLAIMS CHALK DUST DAMAGES

ATLANTA, Ga. (UPI) — In the third such suit filed recently, high school senior Matthew Binkowitz claimed today in municipal court that his experience cleaning erasers in elementary and junior high school caused him to develop a chronic respiratory ailment.

"I used to pound the things every day till my hands got tired," Binkowitz said, "but it wasn't until a year ago that I realized breathing in all that chalk dust was bad for my health."

Binkowitz's attorney, Samuel J. Baskew, said the school board was clearly negligent in allowing the hazard to exist.

"There should be a warning printed on every eraser stating that a danger to students' health exists from chalk dust inhalation. Who knows how many may have already been exposed to this risk?"

Fellow students of Binko-

witz had markedly different reactions, however.

"That Binkowitz has been a brown-noser since first grade — always cleaning erasers and watering the teachers' plants. He and all the other teachers' pets deserve whatever they get!" said one student who asked to remain nameless.

Another student offered a similar comment, saying, "You notice it's only them goody-two-shoes who're complaining. Those kids get all the benefits of playing up to their teachers — let 'em take the consequences!"

Litigation stemming from the suit is likely to drag on for some time, according to a

(cont. on page 21)



Plaintiff Binkowitz and Attorney Baskew face reporters.

INK POISONING EPIDEMIC SPREADS AMONG CRIBBERS

DULUTH, Minn. (PST) — "One student had the entire Gettysburg Address written on his forearm," said Mrs. Lynn Selden, Duluth Junior High School history teacher. "He passed the final exam, but he made the mistake of using indelible ink! He had to wear long-sleeved shirts the entire month of May!"

This case, according to Mrs. Selden, is only one of hundreds being discovered each week as more and more students attempt to use their unexposed skin as crib sheets. As a result, ink poisoning within the district is increasing by leaps and bounds.

"And ink poisoning is not the most serious possible side effect of this practice," says Superintendent of Schools, Myron Grover. "What worries me is that these students aren't learning anything... except how to print very compactly!"

"One student had a racket going," continued Grover. "He could write test answers so neatly on his arms that he began Xeroxing his limbs and selling copies to other students. He made a small fortune off the football team!"

Although the chances of developing ink poisoning by writing on the skin are remote, many new cases have been



PAPER SUPPLIES DECIMATED BY WILD SPITBALL WARFARE

SPOKANE, Wash. (PTOO) — The spitball wars are here and Spokane's public schools are suffering heavy losses.

No, there have not been any injuries reported... as yet... but the district's supply of notebooks, scratch pads and scrap paper has been decimated by students using the paper as ammo.

The magnitude of the situation was verified last week by parent Richard Warshauer, who visited a classroom to observe.

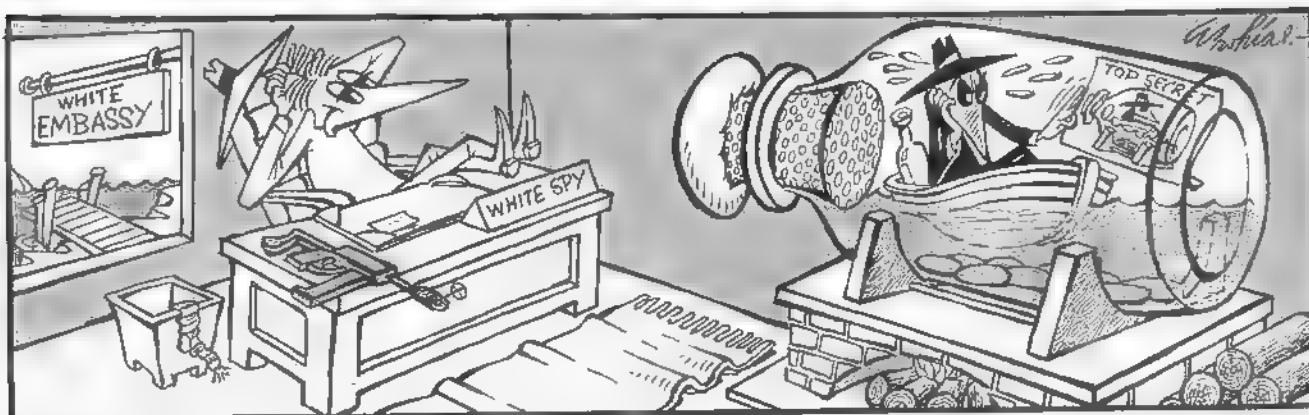
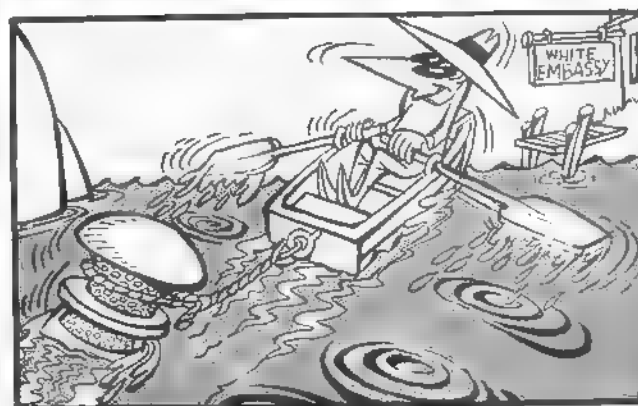
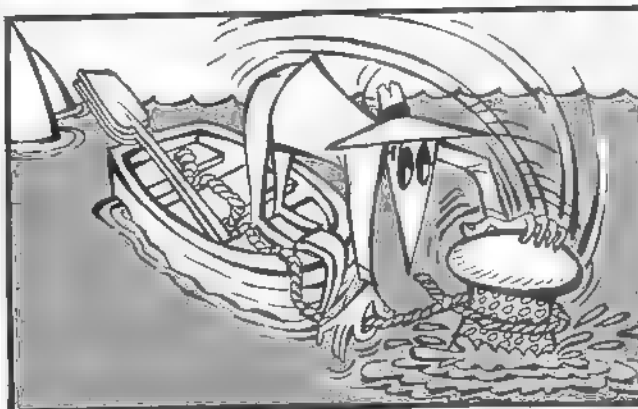
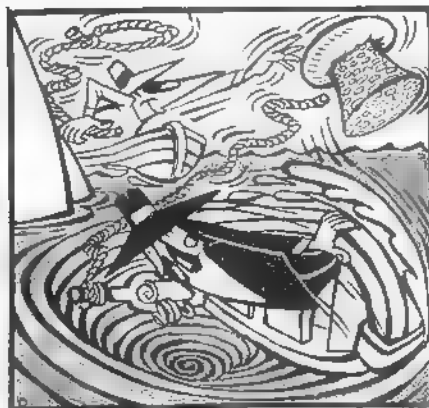
"I wanted to see for myself if it had really gotten out of hand, so I sat in on a class," said Mr. Warshauer. "Everything was normal until the teacher was called to the principal's office. Then, all hell broke loose. It looked like a Kansas hailstorm!"

Ninth grade science teacher, Marvin Fletcher had a different reaction.

"We could teach a course in 'Principles of Flight' using spitballs as an educational aid," he stated.

School board mediators are attempting to negotiate a cease-fire among the warring factions and toward this end a meeting has been scheduled. But little hope was held





NAH-NUKE, NAH-NUKE! DEPT.

Nanoo, Nanoo! Hi, I'm Rubin Willyums! No, this isn't ■ re-run of "Muck and Windy"! The scripts on **that** show made a lot more **sense** than the stuff you're about to hear in **this** interview...which the Editors of MAD felt needed somebody **REALLY** spaced out to conduct! And since I'M from outer space—or **was** until I was cancelled—I got the job! Job being—to interview one of the people responsible for **evacuating** us in case of **NUCLEAR ATTACK!** Meet Mr. Mirv Dumesdey, who's been chosen as MAD's

C · R · E · E · P · * OF THE YEAR

(*Crisis Relocation Emergency Evacuation Planner)

Hi, Mr. Dumesdey! I'm Rubin Willyums ...from MAD!

MAD?! Oh, you mean "Mutually Assured Destruction"!

No, MAD Magazine!! "Moronic Asinine Drive!"!

Sounds like your typical Government Agency! Anyway, that MAD policy is **no longer valid!** Thanks to our **Crisis Relocation Plan**, the civilian population **won't** be totally destroyed! We'll only lose about **60 or 70 million!**

60 million?!? If I had that many viewers, I'd still be on the tube!!

Yes, but look at the **BRIGHT** side!! With all those **casualties**, the **Unemployment Problem** will be solved!



ARTIST: HARRY NORTH

WRITER: LOU SILVERSTONE

Do you really think we can actually survive a Nuclear War?!

"Nuclear War" is **not** to be mentioned around here! We invested a ton of money to make it **OBSOLETE!**

You mean you spent money to find a **more acceptable** way to settle our differences?

No, we spent it on **P.R.**—trying to come up with a **less frightening** phrase for it! We've come up with **NUCLEAR EXCHANGE!**

Has a nice sound to it, huh?! Like we'll be trading **GIFTS** at Christmas time!

I dig where you're coming from! It's like when Ron, The Gipper, called the MX Missile "The Peace Keeper," right?

Right! See that missile silo? It contains ■ **Multi-headed Missile**, capable of wiping out an entire city! From here on, we'll refer to a silo like that as a "**Little House On The Prairie!**" That way, folks won't object too much when we stick 'em in their backyards!



Are there special plans for protecting important people like the President, The Vice-President, Tom Selleck and Miss Piggy...?

Surely, you jest! If you're **essential**... like me... you're in **Category A**, and will spend the war in a shelter like this—with basic comforts!

Basic comforts?!? The average person doesn't live this well in peacetime!

This isn't **FOR** the average slob! This is for **VIP's**!

Are the wives and families of these VIP's considered to be **essential**?

If **YOU** had a Secretary like Miss Cleavage, would **YOU** consider your wife to be essential?

How about comedians...?

They're classified "**F**"—along with other useless professions like artists, writers, editors, publishers and college students!



You're **WRONG!!** You're gonna need **LAUGHS** in those shelters!

Like, how can you tell a **California Widow**?

She's the one in the **BLACK** tennis outfit! Har...har...

Or...hear about the guy who put **lemon juice** in his **Jacuzzi**, and **PUCKERED** himself to death? Har...har...

That's okay! If we want a few chuckles, we'll always have our **OWN** clowns... **James Watt** and **Ed Meese**!

What will life be like after a **Nuclear Attack**? Will there be air to breathe? Water to drink? "**Monday Night Football**"...?

We intend to keep things **normal**! All teenagers will have to **register** for the **Draft**... and the **IRS** will be doing **business as usual**!

Shazbat!! We have to pay **TAXES** after we're **NUKED?!**

Of course!! I mean, how are we **Government Workers** gonna get **PAID** if you dummies don't pay your **TAXES?!**



Suppose, miracle of miracles...

No, suppose I have a **tax refund**! How will I get it...?

Same as always... through the mail! We intend to have **mail deliveries** to all survivors!

Yeah, and one hell of a **Dead Letter Office**, too!!

You mean, suppose there's **no war**?

Forget it, turkey! It's **bad enough** delivering this junk through rain and snow and gloom of night! Ain't no way I'm gonna wander around in that **radioactive crud**, lookin' for houses an' people that were blown away! Here's your mail!

Hey, this mail is a **month old**!

Yeah... and that's **WITHOUT** any jivin' **NUKES!!**

Have you got a **shovel**...??

I—I had one, but I think I **lost it at the beach**! I—I still have my **pail**, though!

Better get a **NEW SHOVEL!** It may save your **LIFE** someday...!





You'll need a screw driver, too!

Of course I will! I can **SEE** that there are plenty of screws loose around here...!

It's to take the **DOOR** off its hinges!!

Hey, I know the President wants to cut down on Government workers goofing off...but this is ridiculous!!

Who **IS** that guy...an un-hinged Hardware Salesman?

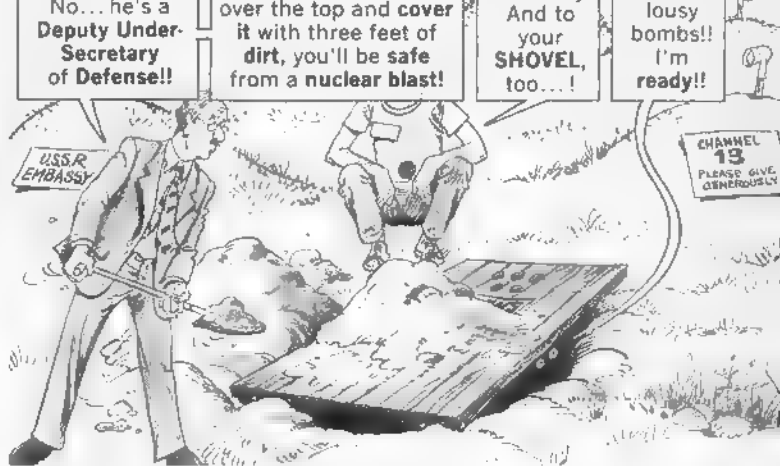
No... he's a Deputy Under-Secretary of Defense!!

You mean he's on **OUR** side...?!? **HALP!**

He claims that if you dig a hole, put a door over the top and cover it with three feet of dirt, you'll be safe from a nuclear blast!

The best of luck to you, Mr. Under-Secretary! And to your **SHOVEL**, too...!

Come on, you dirty Commie rats! Drop your lousy bombs!! I'm ready!!



Uh—if there **IS** a Nuclear Attack... **WHO'S** gonna be around to shovel that dirt on the door for him?

He hasn't worked out that little detail yet! Come on...I'm briefing a group of concerned citizens on our evacuation plans for their city!

In the event of a Nuclear Attack, you and your families will get into your cars and drive to **South Succotash**, which has been designated as your host area! Think of it as a vacation in the country!

Some vacation! That hick town doesn't have a decent hotel or a tennis court!

And be sure to bring your credit card with you!! In other words...**don't** leave home without it!

Holy Shazbat! Is the next war going to be sponsored by American Express?!



Bring along extra food and clothing! There are a few no-no's...like **NO ANIMALS...**

Does that mean I can leave my **HUSBAND** home...and take my cat?

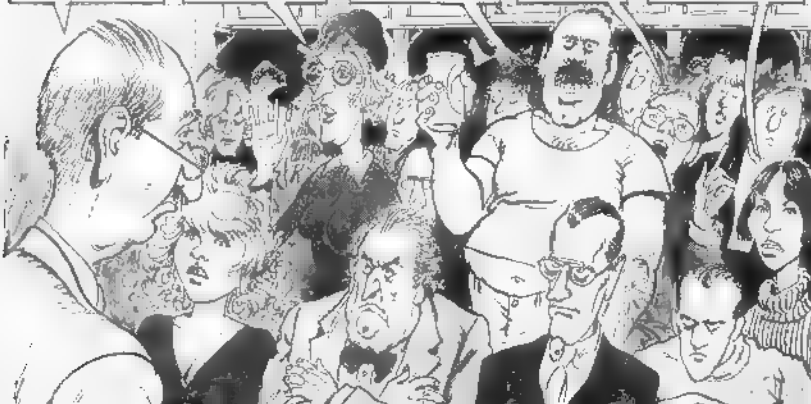
No alcoholic beverages...

If I can't bring along a six-pack, I'm not going!

...and no firearms!!

You can't do that! It's unconstitutional!!

I'll bet Nancy takes her teensy-weensy little gun!!



Just stay cool! Remember... the success of the evacuation depends upon your remaining calm!

We want our guns...!!

We want our booze!!

We want pets!!

Arf!! Arf!!

Well... so much for remaining cool and calm!



I have another little surprise for them! When they reach the host area... their CARS will be **IMPOUNDED!**

Shazbat!!
No wonder you don't want them totin' any guns!!

Now we're going to make a "Trial Evacuation Run" to South Succotash! Our plan calls for it to take five hours! You'll find people in small towns a lot more friendly and cooperative!



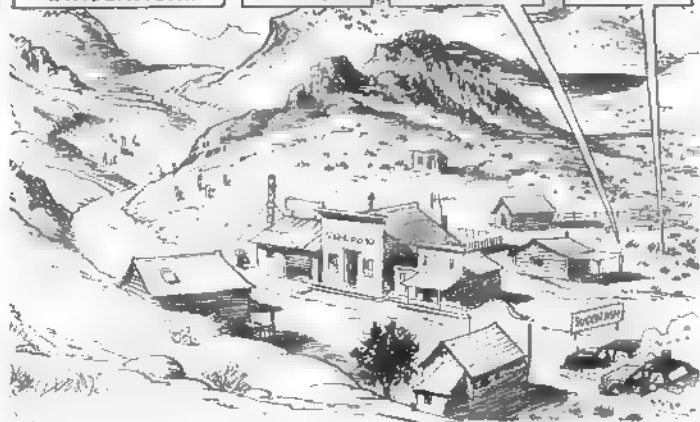
Well, we made it! And it only took **TEN** hours! Lucky for us it wasn't the **RUSH HOUR**... like a **REAL-LIFE EVACUATION!!**

You ought to put up interesting signs for people to read along the way...

Like, "Don't Look Back! The Blinding Flash May Prove Harmful To Your Health!"

Or, "Only One More Mile To Fresh Air!"

Okay, pull over...!!



Okay, let's see your license!

I'm from the **Federal Government, Officer!** We're conducting a "Crisis Relocation Test" in case of a **Nuclear Attack!**

Sheriff, better get on over here! We got us a live one! Some idiot thinks that we're gonna be **NUKED!**

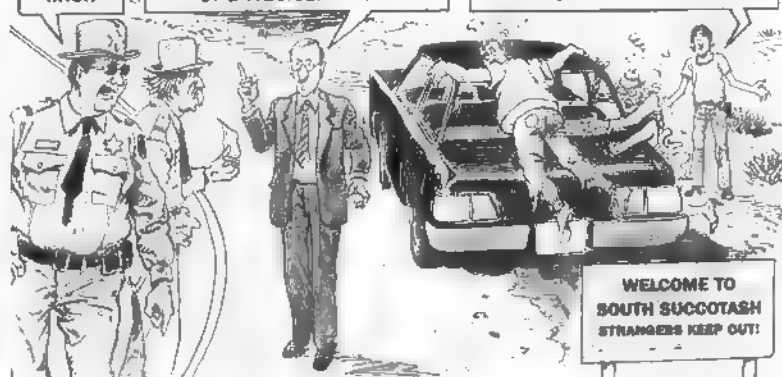


Okay, Buddy! Let's see you walk this straight line!!

I'm perfectly sober! I'm from the Government, and South Succotash has been selected as a host area! **Fifteen thousand people** from the city will be relocated here in case of a **Nuclear Attack!**

By God, if any of 'em show up around here, they'll get tickets for trespassin'... all fifteen thousand of 'em... I guarantee it! And here's **YOURS...!!**

Well, folks... so much for friendly and cooperative!!



Your local officials will be notified! We've worked out all the details for relocation!

Here's one detail you forgot! Our sewage system can't even handle the two thousand people we've got here now! So what in blazes are **fifteen thousand** refugees gonna do when they have to go to the John, eh??

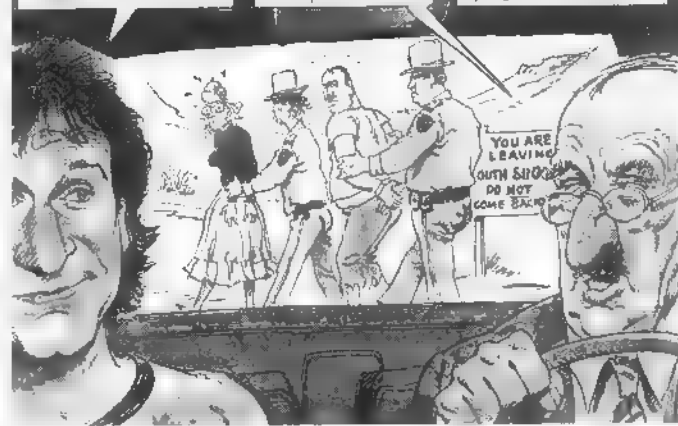
I've got it! They can all borrow **SHOWELS** from the Under-Secretary of Defense!



I really hate to mention this, but what are the survivors supposed to do about getting medical treatment?

Shelters will have ample supplies of medicines and medical personnel!

That's okay for the VIP's... but what about the **REST** of us?? What are **WE** supposed to do... play "DOCTOR"??





Well, our plan can't save **EVERY-ONE!** But this Administration is deeply concerned about saving as many lives as possible! Isn't that right, General Firstryke?

You better believe it! There's nothing more precious than a human life! We're all God's creatures after all!

Then why not build shelters for **EVERY-BODY???**

You're talking about seventy billion dollars, boy! Do you know how many missiles we could buy with that money?? Enough to level Leningrad, Minsk and half of Moscow!!

No wonder that so many Bishops and Rabbis and other religious leaders want an immediate **NUCLEAR FREEZE!**



Those guys should stick to Church stuff... like School Prayer, Bingo Games and Las Vegas Nights... and leave the serious problems to us Think Tank and Pentagon experts!

Folks, that message was brought to you by the people who gave us **DENSE PACK!!**

Listen... if The Good Lord hadn't **INTENDED** us to have Nukes, He wouldn't have given them to us!

Gee! How come He gave 'em to the Russians, too, when they're atheists?

HE didn't have nothin' to do with it! It was that rotten **LIMEY** traitor who gave 'em the formula!

One last question! When will your Relocation Plan be ready??

Our target date is 1990! **Shazbat!!** I think I'll get myself a **SHOVEL!!**

And then, if we get some decent weather, it'll only take us a week to put the Evacuation Plan into action!!



You mean, the Government is spending billions on a plan that depends upon the Russians giving us a **WEEK'S NOTICE...???**

I can see it now... the **RED PHONE** in the White House... **RINGGG!!**

Hello? Is **White House?** Is Premier Andropov here! I want talking to President!

Is sleeping...? No... when he is waking up, tell him we are going to **Nuke** you rotten Imperialists next week on 14th!

Ya... on 14th! You having my word! You also having a nice day!

Nanoo, nanoo! This is Rubin Williums... signing off and returning you to **MAD!!** Th-th-th—that's all, f-f-f-folks!!

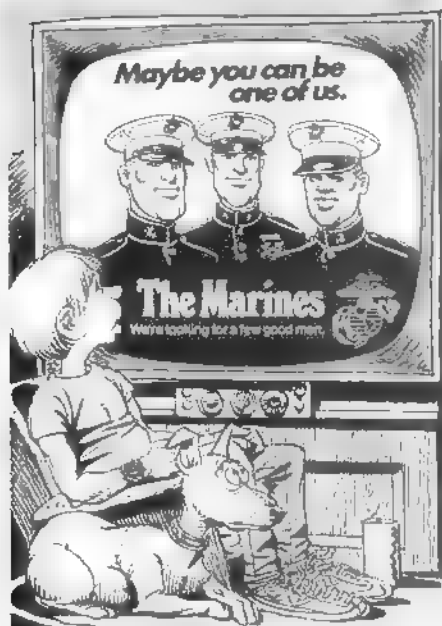


CONFUSED BY ALL THOSE "WAR SCARES" FROM THE MIDDLE EAST, INDO-CHINA, CENTRAL AMER

MAD'S "EARLY V (OR... YOU'LL KNOW S

ARTIST: GEORGE WOODBRIDGE

Every other commercial on TV is an "Armed Forces Recruitment" pitch.



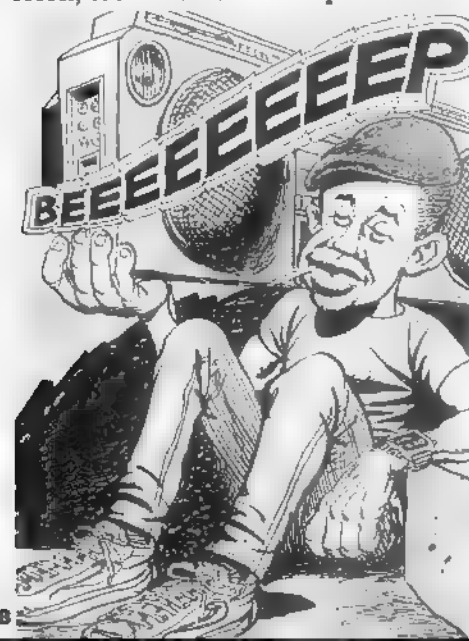
They suddenly make John Wayne's birthday a National Holiday.



Lee Iacocca does a Chrysler commercial... and you notice tanks coming off the assembly line.



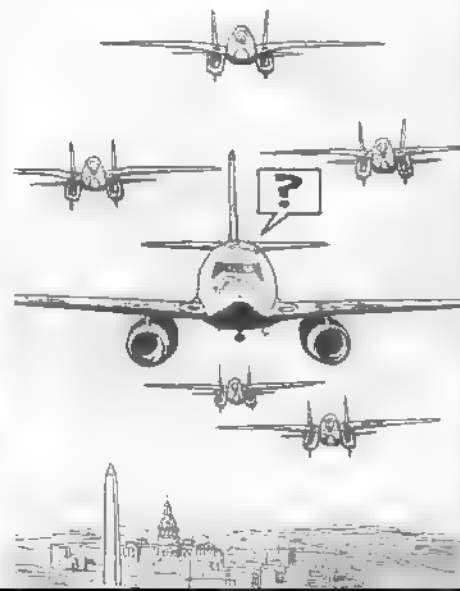
The "This is a test!" thing is played so often, it's listed on the top-10 charts.



Your N.Y. to Washington, D.C. shuttle flight is painted in camouflage colors.



...and as you approach Washington, D.C., you pick up a fighter escort.

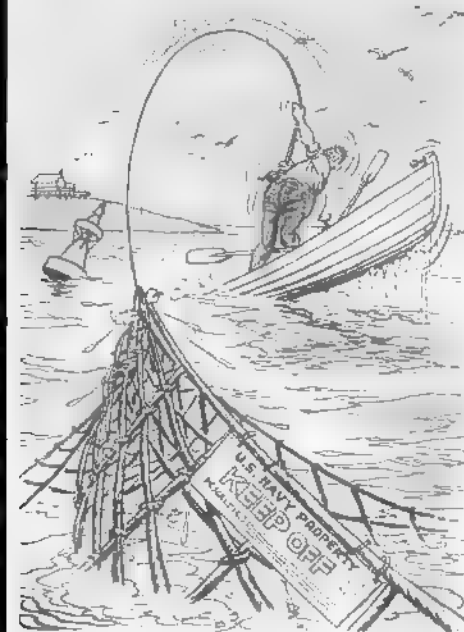


ICA AND WHEREVER? WANT TO KNOW WHEN THE "REAL THING" IS ABOUT TO HAPPEN? STUDY ...

WARNING" SIGNS UMPTIN'S UP WHEN...)

WRITER: DON EDWING

You keep snagging anti-submarine
nets in your favorite fishing spot.



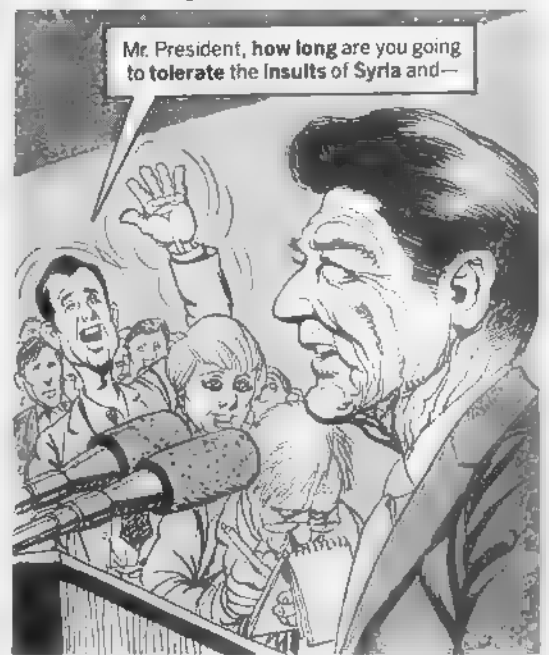
You begin to notice an awful lot of Army trucks
on the highways when you take your Sunday drives.



Tip O'Neill calls the President ...



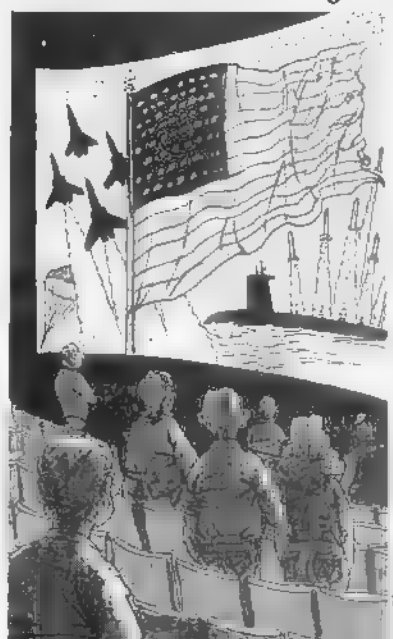
The President consistently calls on those
hard-nosed reporters at Press Conferences.



Henry Kissinger keeps saying ...



They start playing the Nation-
al Anthem at the movies again.



HERE'S LOOKING ACHOO DEPT.

A MAD LOOK AT C

THE DROP-DRIPPER



THE COUGH-BOUNCER



THE VICKS VAPO-RUBBER

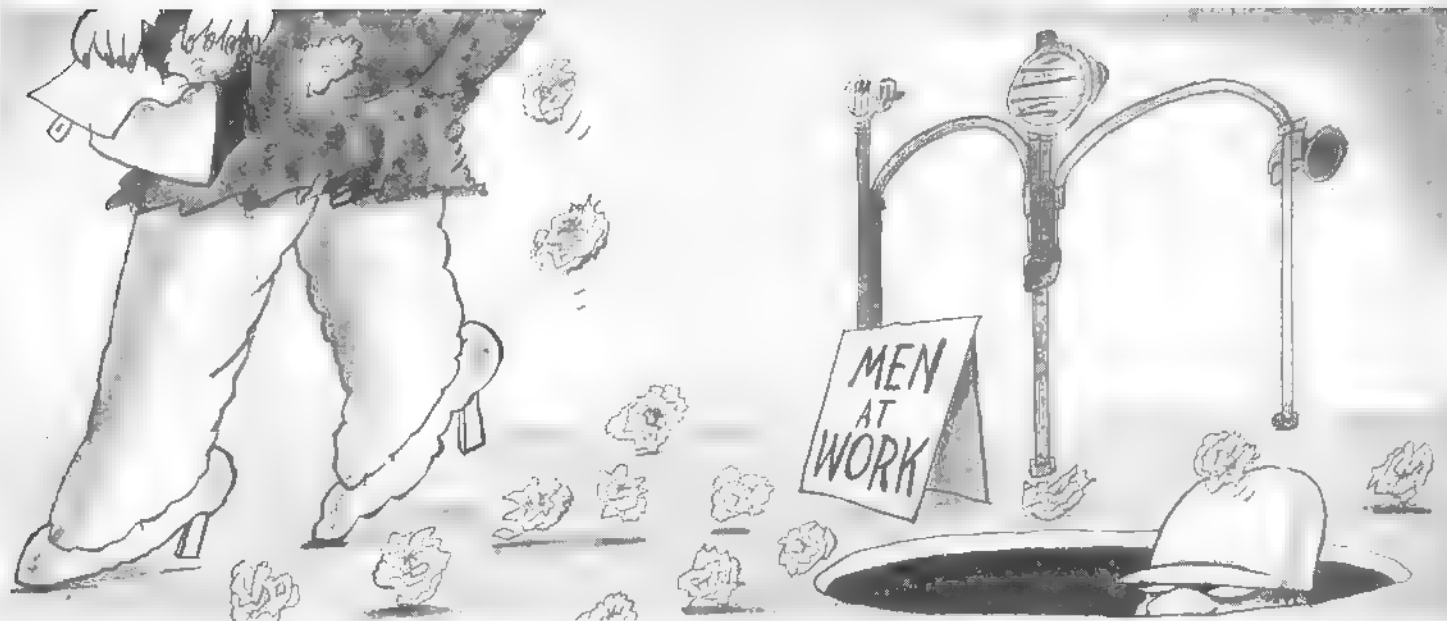




OLD SUFFERERS

WRITER AND ARTIST: PAUL PETER PORGES

THE TISSUE-DROPPER



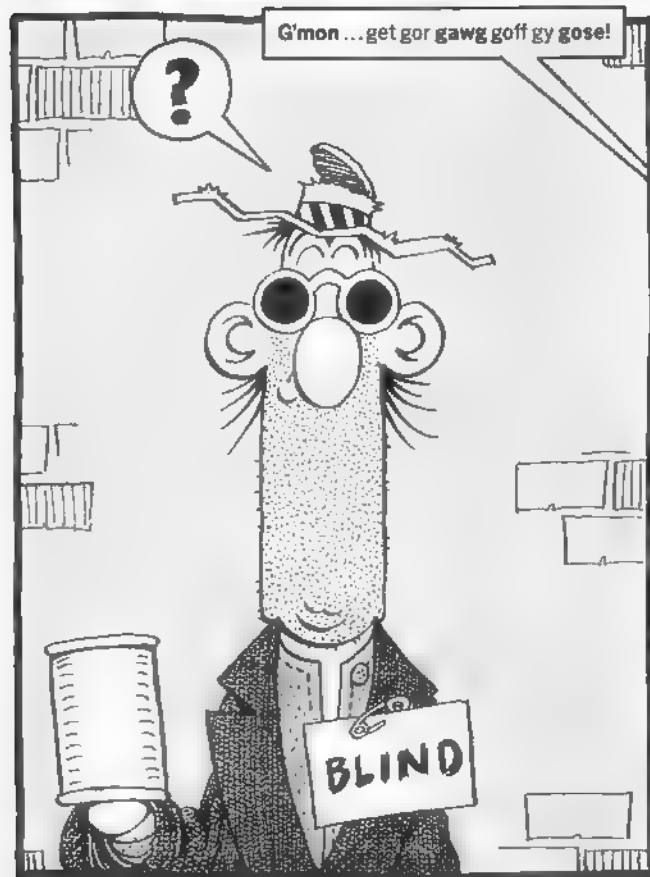
THE DEEP THROAT-GURGLER



THE PILL-POPPER



ONE EVENING ON A CORNER DOWNTOWN



MAGNUM CUM LOUSY DEPT.

There's a new Private Eye on television, and it takes him only 60 minutes to solve a crime each week. Which is about 57 minutes longer than anyone else watching the show! That's one of the reasons we affectionately call our version of the program:

MATT HOUSTINK

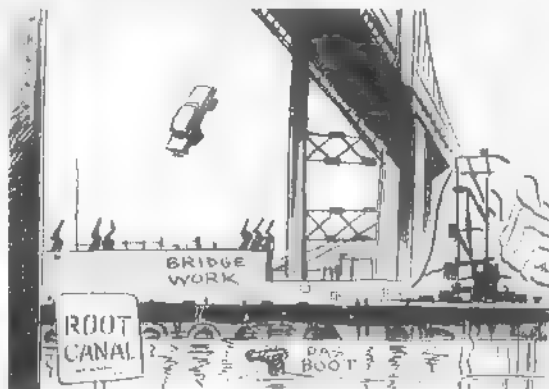
ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO

Gol' darn it, this is a pretty exciting opening, ain't it?!

Makes you think that you're gonna see a ton of action on tonight's show, don't it?!

Well, don't be fooled, Pardner! This forty-five second opening is actually ALL of the action scenes from ALL of the shows from last season!



I'm Matt Houstink! I like fast cars, and I like fast women! Usually, I try to get a fast woman into one of my fast cars! That way, I can get my pleasure over REAL FAST! Then, I can concentrate on my business!!

Hi! They call me C.B.! It stands for Cute Broad! I'm Matt Houstink's assistant! He's a great Boss ... as long as I observe two rules! First, I must never get jealous when he entertains other women! And second, I must never look prettier than him!

I'm Detective Holt! And riding back here, I'll give you one guess what hots the most! I help Matt out from time to time! Like today ... I'm helping him out by over-looking two violations! First, he's doing 95 mph in a 55 mph zone ...! And second, he's driving under the influence of J.R. Ewing's ridiculous Texas wardrobe!!





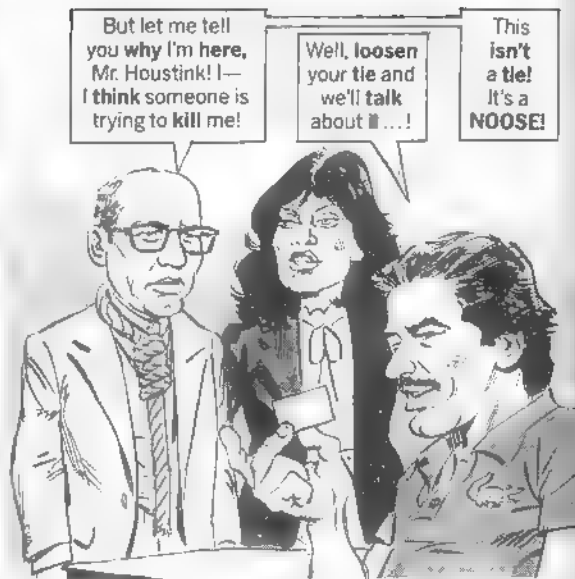
Okay ... I'll buy **Park Place** ... **AND** I'll buy **Oriental Avenue** ... and I'll put **three hotels** on each!

Hey, I come here looking for help, and you ignore me while you play some **STUPID BOARD GAME!**?

What game? Matt just bought the **REAL Park Place**, and the **REAL Oriental Avenue**, and he's putting **three REAL hotels** on each!

Gee ... I guess you **ARE** as rich as everybody says!! This is a **30-story building** ... and yours is the **only name** on the bell!!

DECOR BY
BRONX
BOTANICAL
GARDEN



But let me tell you why I'm here, Mr. Houstink! I—I think someone is trying to kill me!

Well, loosen your tie and we'll talk about ■■■!

This isn't a tie! It's a **NOOSE!**



Let me explain something ... I'm **not** your typical Private Investigator! Now, I'll start with some **obvious questions**—

And then you'll get into more sophisticated inquiries ... ?

No, he starts with **obvious questions**—and he ends up with **obvious questions**! There's absolutely nothing in between!

Like I said, I'm **not** your typical Private Investigator!



Now ... suppose you tell me what kind of work you do!

I write **books!** My name is **Parker Pentel!**
Parker Pentel!?

Well, Matt ... actually that's just my **PEN NAME!**

My **REAL** name is **Flair Scripto!** But you can call me "**Bic**"!

I write "**Fun Books**" for a living! My latest ■ called "**Cops And Robbers; One And The Same**"!



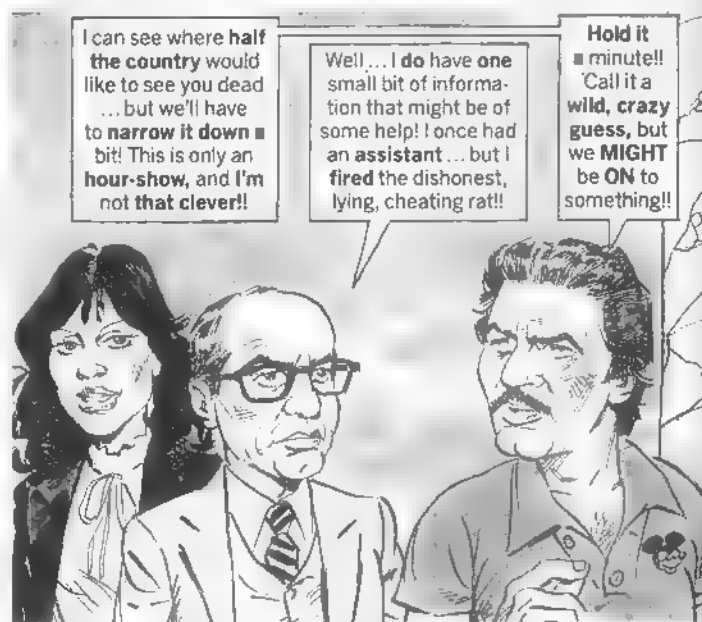
I also wrote "**Longshoremen And Our Docks; A World of Hoods**," "**Those Drunks That Drive America's Trailer Trucks**," "**Doctors and Dentists ... High-Priced Con Artists**" and more!!

I guess you get a lot of hate mail!

Maybe!

You don't know for sure?!

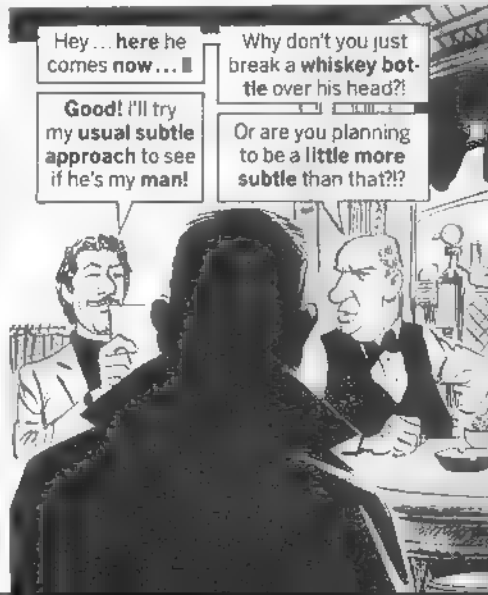
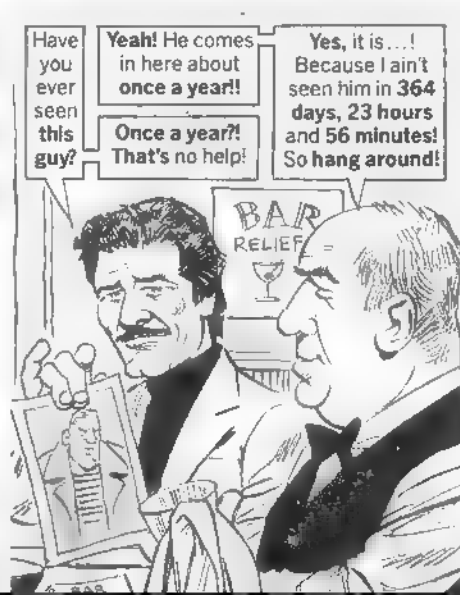
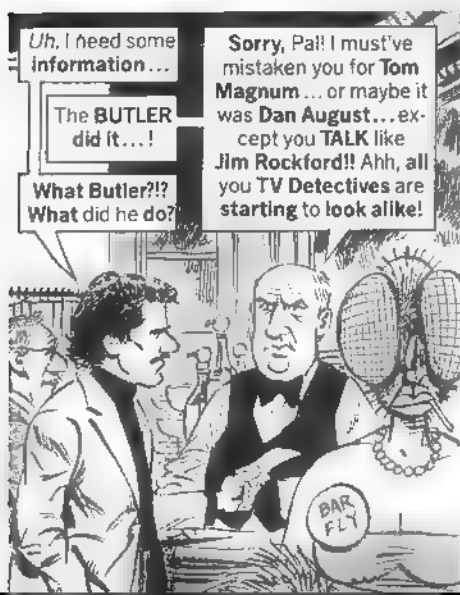
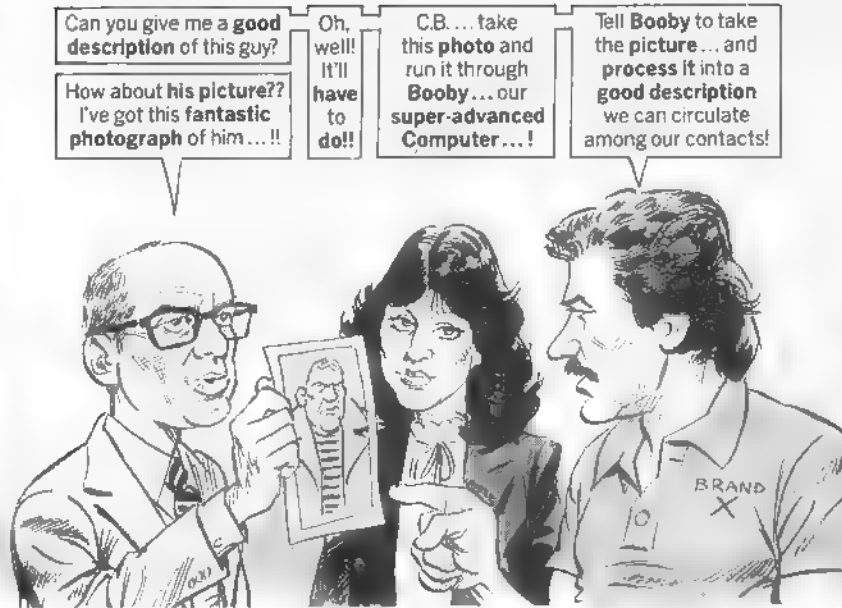
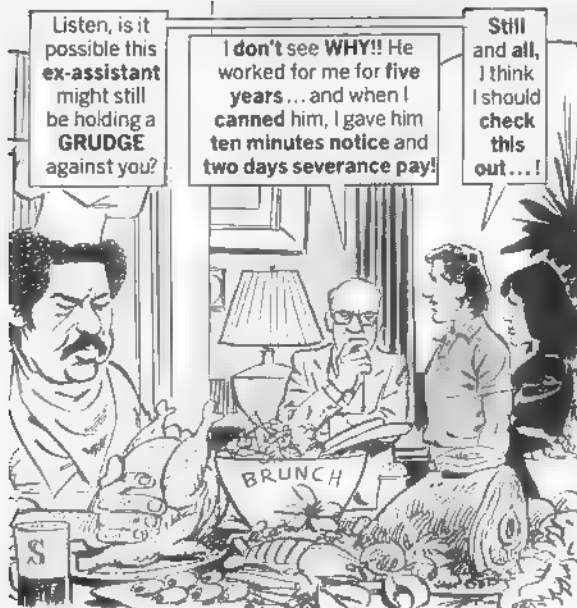
I've got a **Post Office Box!** Most of my mail **blows up** before I have a chance to pick it up!

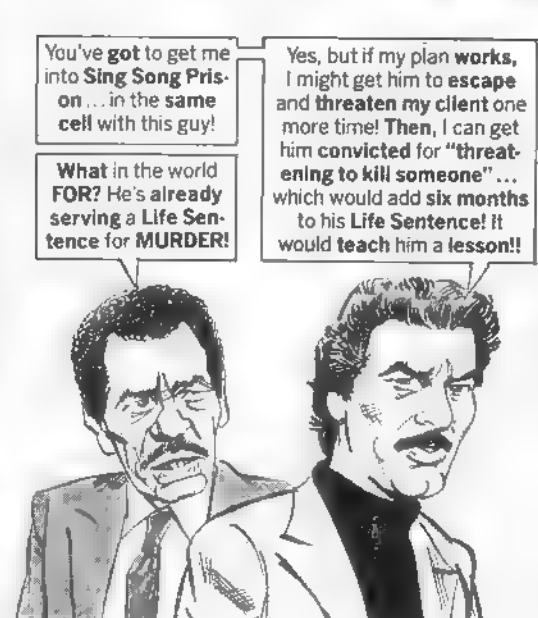
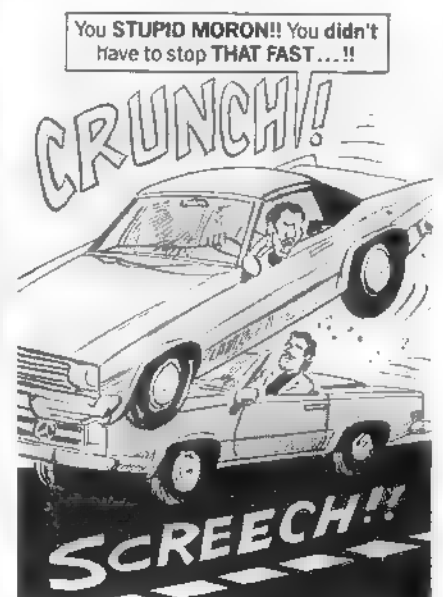
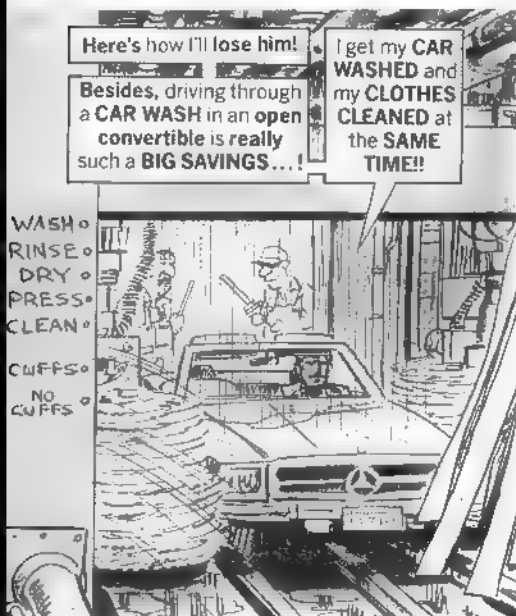
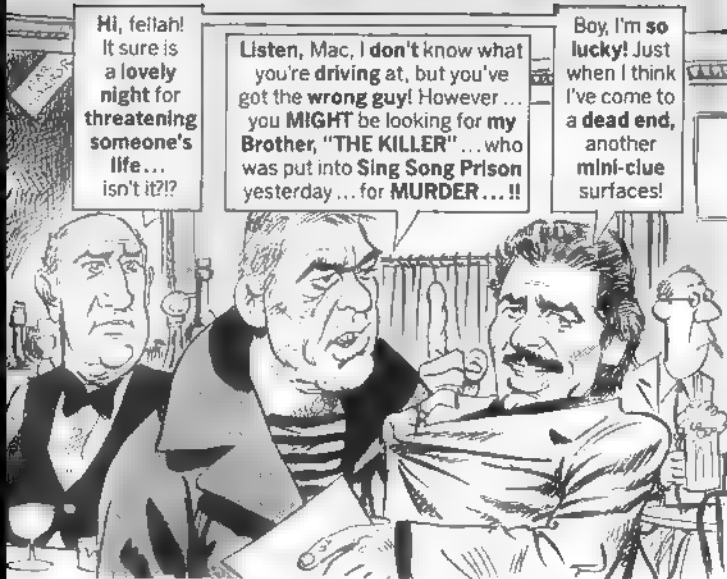


I can see where **half the country** would like to see you dead ... but we'll have to **narrow it down** ■ bit! This is only an **hour-show**, and I'm not that clever!!

Well ... I **do** have one small bit of information that might be of some help! I once had an **assistant** ... but I fired the **dishonest, lying, cheating rat!**

Hold it ■ minute!! Call it a **wild, crazy guess**, but we **MIGHT** be **ON** to something!!





I can't get you placed in a cell with a killer!!

Come on! You **KNOW** we always do little favors for each other!

Hey, Hoyt, remember the time you were accused of accepting payola ... and I gave you money under the table for a Lawyer?!

Okay ... you win!!

Just one thing! Now, you'll have to make up some convincing **CHARGE** against me!

How about "Impersonating an **ACTOR**"?!

Warden, my name is **Matt Houstink!** I'm a **Private Investigator** ...!

You must have seen plenty of **Private Investigator I.D.'s!** I just thought you'd like to see something a bit different!

Why are you showing me a picture of a girl in a string bikini?



I want to be placed into the **same cell** as the prisoner they call "**The Killer**" ... and I want my arrival here kept **very quiet**!

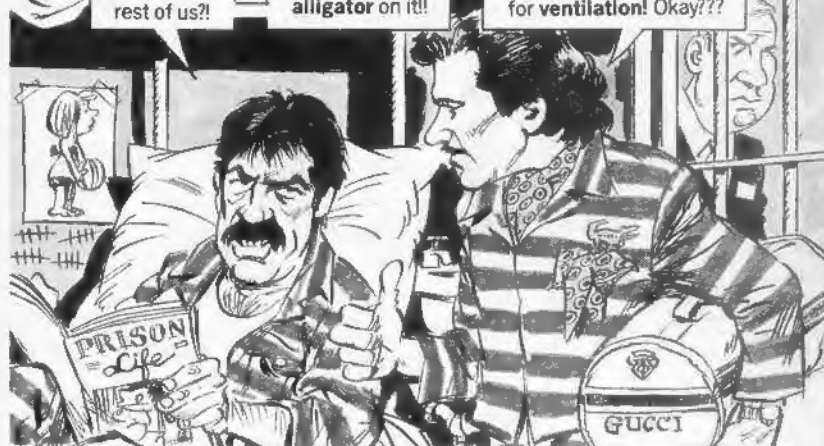
I'll **do my best**, Houstink, but I think you might have called a **little attention** to yourself when you landed your **private helicopter** in the prison yard during the exercise period!!

Hey ...! How come you're wearing a **different prison uniform** than the rest of us?!

What's different? It's got the same **black stripes** ...!

Yeah, but yours has dat little **alligator** on it!!

Listen, Killer! I'm gonna hit the rack and fall into a **deep sleep**! But since it's so **STUFFY** in here, I'm gonna have the Warden leave our cell gate open for **ventilation**! Okay???



Booby, why are you showing me a picture of a **Delicatessen**? Does it have something to do with the case??

No, it's time for our **light-hearted moment** in the show! The Deli picture indicates that Houstink is a ham, the story line is **baloney**, and the dialogue is the **worst**!

Well, watch your **tongue** ... or we'll all be in a **pickle**!

So much for **light-hearted**!

Okay, Lady! If you wanna live, **don't make a move**!

If you let me **move a LITTLE**, I can tie myself up! And then, you can hold me "**hostage**" with almost no effort!

Hey, how'd you know I was gonna do that ...?!

Because I'm held **hostage** in every other episode ... and I'm a very fast learner!!





Your friend, **Houstink**, tried to pass himself off as a **prisoner!** But he **blew it** when they brought our food to the cell and he **insisted** on picking up the check!

But, how did you know to come here??

I asked him to recommend a **good Private Investigator!** He gave me his **business card!**



Okay, Killer! Drop the gun!

Houstink!! How did you know I'd come here?!

By clever **Detective** work! I called every cab company in the city, and asked if any driver happened to remember picking up an **armed convict** in front of **Sing Song Prison!** I got lucky...!!



So that's it?? I'm caught?!

Not quite! We have to have our **mandatory scuffle** as you attempt to escape by crashing through that window onto the terrace!!

Thanks for the suggestion on how to escape, **Dummy....!!**



Houstink....! I was just coming by to see if anything was new when I heard the **commotion....!**

Aren't you going to chase that killer out onto the terrace before he climbs down the 30 stories to the street and escapes?!

He won't! This building **doesn't HAVE** any terraces!!



I sure feel a lot safer now that **HE's** out of the way for good! *Uh*—how much do I owe you for your services?

\$20... plus expenses!

Wow! That's **CHEAP!!**

I wouldn't say that!! On his last case, cleaning and pressing charges alone were over **\$6000!** And car-chase damages were nearly **\$21,000!** There was **\$1200** for haircuts, and **\$5500** for tooth caps, and—

**WHAT
INSATIABLE
MONSTER
IS STARTING
TO ROAM OUR
STREETS
AGAIN?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

It never fails! Every time we think we've gotten rid of one of our nightmares, it somehow magically reappears. To find out which horror it is this time, all you have to do is fold in page as shown at right.



FOLD PAGE OVER LIKE THIS!

A)

FOLD THIS SECTION OVER LEFT

B) FOLD BACK SO "A" MEETS "B"



THE DEMANDING NEEDS OF THIS MONSTER ARE—IN A WORD—
TROUBLE! NO MATTER HOW MUCH THE THING CONSUMES, IT
GASPS FOR MORE! BUT FOR SOME STUPID REASON, MANY
GULLIBLE PEOPLE THINK THE CREATURE IS QUITE A DAZZLER!

ARTIST & WRITER:
AL JAFFEE

A)

B)

**IN CASE OF
ATOMIC
ATTACK**

**...THE FEDERAL
RULING AGAINST
PRAYING
IN THIS SCHOOL
WILL BE
TEMPORARILY
SUSPENDED!**